

00

AMERICAN BUILDER

TECHNOLOGY DEPT:

OCTOBER, 1944
PRICE 25 CENTS
30 CENTS IN CANADA

WORLD'S GREATEST
BUILDING PAPER



ional's
under
form
builders
ell and
building

al
are

Teamwork Will Win Building Prosperity

NEW! In This Issue
"Builders' News Review"



LOOK! BUILDING MATERIALS NOT ON THE SHORTAGE LIST!

THEY'RE AVAILABLE NOW!

THAT'S RIGHT! There is no extreme shortage of these building materials. They're all Celotex products—and often do a better job than hard-to-get traditional materials. The proof? Literally thousands of wartime and other essential building projects.

Today, these materials are going into farm, factory and housing projects. And their successful use now indicates a favored place in the building plans of the future.

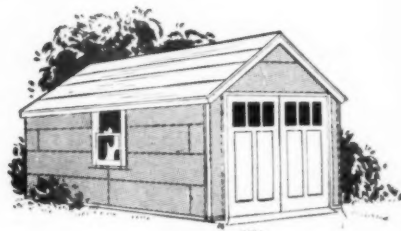
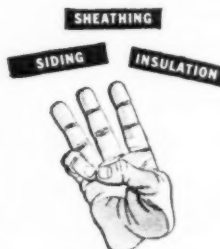
So, there's no need to pass up profitable jobs now that you can get these multiple-function Celotex materials. Talk with your local Celotex dealer now and keep busy and maintain profits.

CELOTEX
REG. U.S. PAT. OFF.
BUILDING PRODUCTS

THE CELOTEX CORPORATION . . . Chicago 3, Illinois

USE CELO-SIDING

The Multiple-Function Building Board That Does 3 Jobs



Ideal for farm buildings, factories, machine shops, warehouses and general buildings. Combines siding, sheathing and insulation in one weather-resistant, easily applied material. Requires no painting. Applied direct to studding, Celotex Siding saves critical lumber, time and labor. Available in bufftone or green colors

and in two thicknesses— $\frac{5}{8}$ " and $\frac{7}{8}$ ". Sizes: $\frac{5}{8}$ " and $\frac{7}{8}$ " in 4' x 8' with square edges; also $\frac{7}{8}$ " in 4' x 10' with square edges; and in 2' x 8' with T&G joints on long edges. Recommend $\frac{7}{8}$ " for greater strength and insulation value. Recommend $\frac{5}{8}$ " for lighter, lower cost construction.

USE CELO-ROK BRAND BOARDS

For Interior and Exterior Construction

CELO-ROK WALL BOARDS



These gypsum wall boards meet the rigid Celotex tests for quality. Available in $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " thicknesses for conventional interior wall construction. $\frac{3}{8}$ " and $\frac{1}{2}$ " have square, recessed or beveled edges. $\frac{1}{4}$ " thickness has square edge only.

CELO-ROK WEATHER-PROOF SIDING



is a fire-resistant gypsum wall board. This one structural material will serve in place of both sheathing and siding. Two sides and all edges are treated with a weather-proof compound. Exterior side is finished in attractive green and requires no painting. Available in 1-inch and $\frac{1}{2}$ -inch thicknesses. 24 inches wide, in 6-, 8-, 9-, and 10-foot lengths.

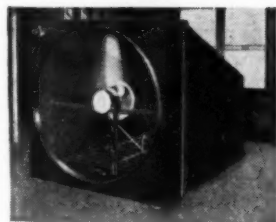
Ends are square. Long edges of 1" have shiplap with drip cap feature and $\frac{1}{2}$ " with T&G for weather-proof joints.



Homes In Your Community Should Insulate With CELOTEX ROCK WOOL BATTS

Home owners should insulate now to save fuel this winter . . . and for future summer comfort too. Celotex Rock Wool Batts provide insulation of proved efficiency at moderate cost—but with fine profits for you. Urge prospects to insulate *now* while Celotex Rock Wool Batts are available. Celotex Rock Wool is also available for blowing applications. Now, easier FHA financing on insulation jobs available to your prospects.

Plan Modern Ventilation for Modern Kitchens



Home Cooler Fans

Turned on after sundown, home cooler fans expel hot air trapped in attics and living rooms; draw cooler outside air into and through the entire house... Direct-drive, 12 to 30 inch. Belt-drive, 24 to 48 inch. Capacities up to 20,000 CFM.

PLANS for the modern kitchen should include Emerson-Electric Kitchen Ventilators.

They do more than whisk out offensive kitchen and cooking odors. By effectively clearing the air, they prevent the spread of grease vapors and protect home equipment, furnishings, wall decorations, woodwork and curtains... advantages quickly recognized by prospective home-owners.

Send for Catalogs X4559 and X4566, showing types of Emerson-Electric Kitchen Ventilators and Home Cooler Fans, practical conveniences every postwar home-owner will desire.

THE EMERSON ELECTRIC MANUFACTURING CO.
ST. LOUIS 3, MO.

Branches: New York • Chicago • Detroit • Los Angeles • Davenport

EMERSON  **ELECTRIC**
HOME COOLER FANS KITCHEN VENTILATORS



TO GIVE THEM **MORE** IN POSTWAR KITCHENS **WATCH WOODWORK!**

MORE convenience—more charm—more step-saving efficiency—with the warmth and livability of wood! That's what prospective housewives want in postwar kitchens—and it will certainly be easy to give them all this and more if you plan to use architecturally correct stock designs in doors, windows, frames and cabinets of Ponderosa Pine.

Why? Because Ponderosa Pine in stock patterns permits you to plan new and better kitchens at low cost. Cabinets arranged to provide more storage space and convenient work surfaces. Windows arranged singly or in groups to admit more light and air. Right doors in right places. Remember, too, that Ponderosa Pine woodwork is unfinished,

permitting you freedom of choice in selecting color schemes. Furthermore, woodwork can be repainted at a later date, should the owner so desire.

Today—the woodwork industry is planning a brighter tomorrow for America's kitchens. To keep up to date on modern kitchen planning, watch woodwork!

SEND FOR THIS FREE BOOK

You'll find this postwar idea book "The New Open House" full of suggestions on planning windows, doors, and woodwork for postwar homes. A copy is yours for the asking—mail the coupon!



Ponderosa Pine
WOODWORK

THE BEST IS YOURS... WITH PINE

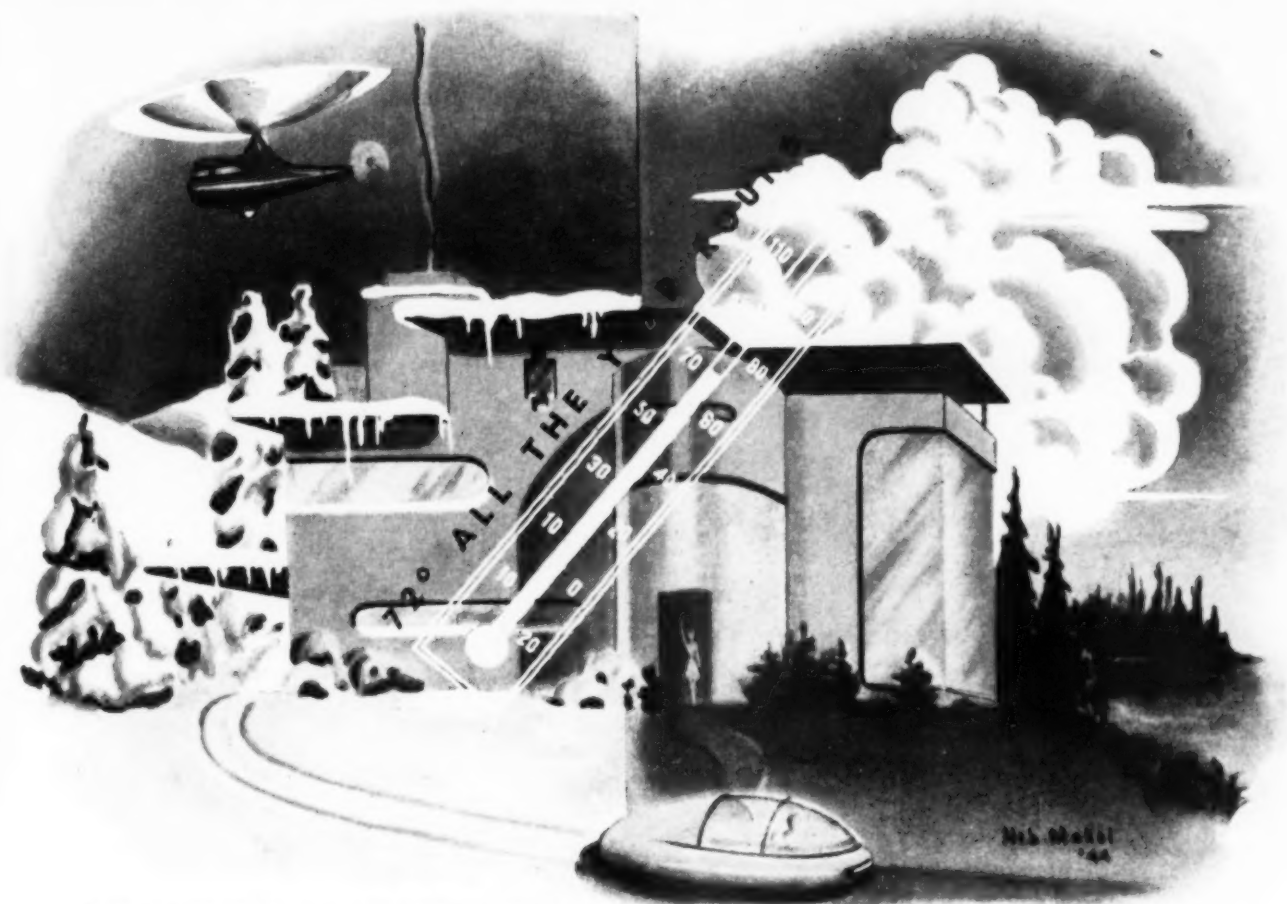
PONDEROSA PINE WOODWORK
Dept. ZAB-10, 111 West Washington Street
Chicago 2, Illinois

Please send me a free copy of "The New Open House."

Name.....

Address.....

City..... State.....



FREELY CREATE

that men may better live

Throw off the shackles of conventionality that too often retard progress. Inject that which contributes to better living—even if it is a new conception.

If ever existed a challenge to men of vision we face it now in planning postwar homes.

To builders who are accepting this challenge we promise our wholehearted cooperation.

And in your search for new comfort inside the homes you create, just remember, Viking is making ready now, the modern heating, cooling, air conditioning and cooking equipment you are looking for.

Your choice need not be hampered. Our equipment em-

braces the use of whatever fuel you find most practical—oil, coal or gas.

And whether your plans favor air, vapor or water conduction, we can supply dependable, efficiently engineered, automatically controlled equipment to accommodate your most advanced plans.

The Heart of the Modern Home

In your forward projections of heating, cooling and air conditioning, remember that the central unit is the heart of the system. Whether you plan for split system heating and cooling, radiant panel heating, or more conventional systems, complete satisfaction can be achieved *only* when the central unit is adequate for the job.



We'll be happy to cooperate with you in realizing indoor climate control. Our new illustrated catalog is yours for the asking and spec. sheets are available without charge.

VIKING



VIKING MFG. CORPORATION

1604 U. S. Bldg., Dayton 2, Ohio

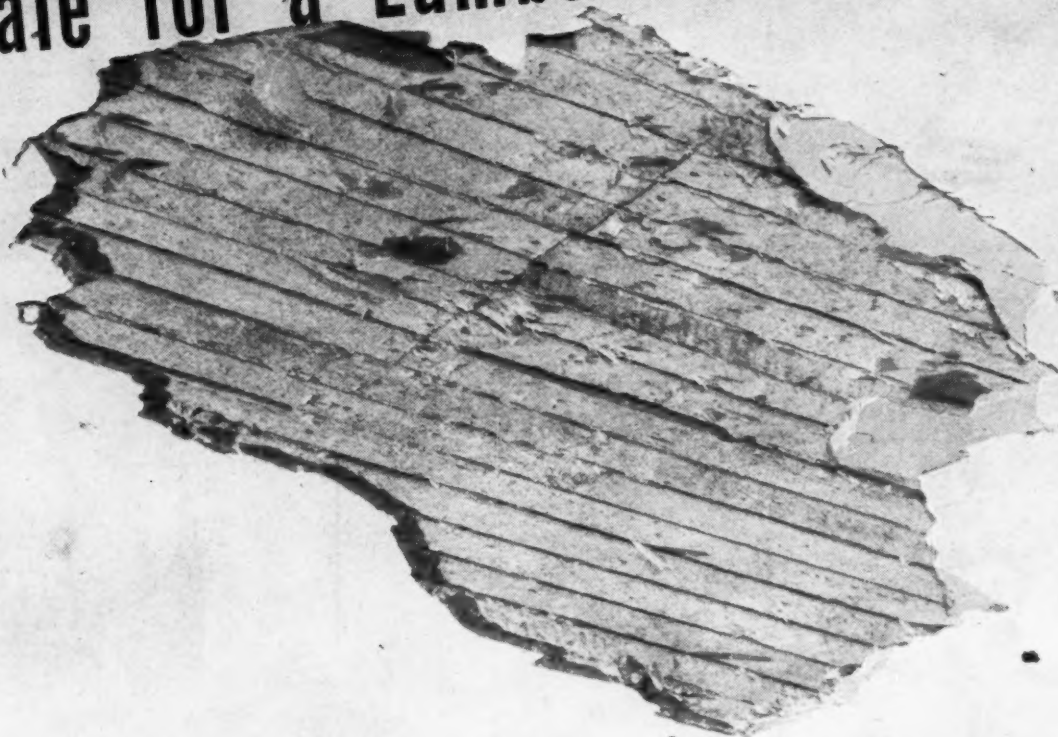
Please send complete new catalog of Viking Heating and Cooling equipment.

Name

Firm Name

Address

Sale for a Lumber Dealer!



Job for a Carpenter!

Look Up! Speak Up! When cracking plaster is causing trouble, always say—"You need an Upson Ceiling ma'am."



CARPENTERS, job contractors and lumber dealers—make it a habit to watch for cracked plaster! There is profitable business in Upson Ceilings.

Because millions of homes—many right in your own community—have cracked ceilings badly in need of repair right now.

Because patching does not correct the cause of cracking, and replastering is a dreaded ordeal of dust and dirt for the housewife.

Because Upson Ceilings end plaster troubles forever—provide enduring beauty—and can be installed quickly and easily right over old plaster.

Because one Upson Ceiling job invariably sells another and another.

For information on how others have made good money selling and applying Upson Ceilings—how they are making plans now to do it again when materials are available—write

The Upson Company, Lockport, N. Y.

Upson Quality Products Are Easily Identified by The Famous Blue-Center

UPSON

**CRACKPROOF CEILING
OF ENDURING BEAUTY**

Wants

To t
Install
worth
will we
Kitchen

Will

To t
the ere
and wo
or four
designi
FEL—

Plans

To t
article
At th
immed
and co
work p
I pla
and an
plan c
mercia
Monro

Millw

To t
Survey
staff is
made
constr
of mill
From
and lu
as to t
industr
The
availab
civilian
ities w
our N
militar
to the
deficie
of tim
If s
should
be a
Survey
precia
materi
DER,
ucts D

Want

To
about
any co
on yo
I w
the ne

LETTERS

To The Editor

Wants kitchen gadgets

To the Editor: Your article on "How to Build and Install a Modern Kitchen Cabinet" is excellent and well worth the subscription price. I am sure many readers will welcome an article on "Gadgets to be Found Inside Kitchen Cabinets."—R. E. CREGO, Arcade, N.Y.

Will build frozen food plants

To the Editor: I have a client who is contemplating the erection of a new frozen food processing plant here and would like to secure if possible the names of three or four engineering firms that have had experience in designing processing plants of this nature.—D. S. WARFEL—Lancaster, Pa.

Plans rental housing

To the Editor: I was particularly interested in your article on the U. S. Loan Plan.

At the present time I am with the Air Forces and plan immediately after being released to enter the building and contracting field. I have done quite a bit of this work prior to entering the army.

I plan to build a number of 8 unit apartment buildings and am wondering if the U. S. Savings & Loan League plan covers buildings of this nature as well as commercial rental property.—H. W. STANCILL, 1st Lt., Monroe, La.

Millwork survey and future

To the Editor: Thank you for your Jobber Inventory Survey and also your Dealer Inventory Survey. Your staff is to be complimented on the contribution you have made in providing information which will permit the construction industry to estimate the available amount of millwork and lumber.

From the two surveys, it is possible for the millwork and lumber industry to make a fairly reliable estimate as to the amount of lumber which will be needed by the industry to restore inventories to the 1941 level.

There are surplus millwork manufacturing facilities available at the present time to satisfy all military and civilian requirements. We further feel that these facilities will be ample for some time to come. Manpower is our No. 1 problem. As the demand for lumber by the military is satisfied, sufficient lumber should be directed to the millwork industry so that the present inventory deficiencies can be rectified within a reasonable period of time.

If sufficient manpower and lumber are available, there should be no necessity for fearing that woodwork will be a bottleneck in the postwar construction program. Surveys, such as you have made, will certainly be appreciated by those of us who are planning to provide materials for postwar construction.—C. T. MELANDER, Chief, Millwork Section, Lumber & Lumber products Div., War Production Board, Washington, D.C.

Wants portable generator

To the Editor: Your magazine is too informative about what is new in the building field for me to miss any copies so I wish you would get me entered correctly on your subscription list.

I would like to buy a portable electric generator in the near future for running power saws, etc., on the

(Continued to page 131)

CONTENTS

AMERICAN BUILDER

FOUNDED—1879

VOL. 66

OCTOBER

No. 10

Publisher's Page.....	11
On and Off the Record.....	30
Builders' News Review.....	75
Cortright's Column.....	77
Editorial: Hang Together.....	81
Who Will Control Future Housing?...	83
Action X-Day.....	84
War's End Calls for Strong Group....	86
Ample Funds for Financing.....	88
Housing Study by Producers' Council..	89
No. 10 of Blueprint Series.....	90
Model Homes to Combat Dreamers....	95
Promote Controlled Indoor Climate...	96
Glamorized Kitchens and Baths.....	98
Denver's Homes of Tomorrow.....	100
Cooperation for Success.....	102
Ideas for Model Homes.....	106
Southwestern Ranch House.....	108
Rebuilding Main Street a la C.E.D....	110
Don Graf Job Helps.....	112
Homer's How-To-Do-It.....	113
Better Detail Series.....	115
Modular Planning.....	116
Catalogs and Information.....	118
Nat. Housing Committee Report.....	122
Blandford Refutes Review of H2.....	122
Advertisers' Index.....	164

AMERICAN BUILDER and BUILDING AGE (originally "Carpentry and Building"), with which are incorporated National Builder, Permanent Builder and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U. S. patent office and Canadian registrar of trade mark. Published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, 105 West Adams Street, Chicago 3, Illinois. Samuel O. Dunn, Publisher; Robert H. Morris, Business Manager, 105 West Adams Street, Chicago 3, Illinois. Other business offices: 30 Church Street, New York 7, New York; National Press Building, Washington 4, D. C.; Terminal Tower, Cleveland 13, Ohio; 1080 Stein Rd., Ann Arbor, Mich.; 1038 Henry Building, Seattle 1, Wash.; 300 Montgomery Street, San Francisco 4, Calif.; 630 West Sixth Street, Los Angeles 14, Calif.

JOSEPH B. MASON, Editor; Robert E. Sangster, Managing Editor; James P. Bonnell, Eastern Editor; Bernard L. Johnson, Western Editor; J. Harold Hawkins, Assistant Editor; John E. McNamara, Associate Editor; Joe Sanders, Southwestern Editor; L. E. Arent, Art Editor, Editorial office, 105 West Adams Street, Chicago.

SUBSCRIPTION PRICE in the United States and possessions, Canada and Mexico, 1 year, \$2.00; 3 years, \$3.00; foreign countries, 1 year \$3.00; 3 years, \$6.00. Single copies, 25 cents each. Address E. A. Sand, Circulation Manager, 30 Church Street, New York 7, N. Y. Field Superintendent: W. L. Taylor, Field Staff: C. L. Conley, J. H. Free, C. B. Hartung, Ralph I. Henry, Joe Sanders, Dick Whittington.

Member of the Associated Business Papers (A.B.P.) and of the AUDIT BUREAU OF CIRCULATION (A. B. C.). Printed in U. S. A.



IN WAR...

IN PEACE...

SKILSAW

speeds every type of construction!

• Barracks, bridges, hangars, warplants . . . all wartime construction work got done faster when SKILSAW speeded the cutting of wood, compositions, stone and sheet metal. SKILSAW speeds every step—from cutting forms for concrete foundations to gang sawing of sheathing on the roof.

Just as SKILSAW'S speed in war hastens the day of Victory, SKILSAW'S speed in peacetime will mean faster, *more profitable building* for contractors everywhere. This isn't a forecast . . . it's a fact based on more than 23 years of experience among successful contractors who are using more than 100,000 SKILSAWS.

If your SKILSAW needs an overhaul for more efficient operation, take it to your nearest factory service station *now* for economical, authorized repair. If you have yet to own your first SKILSAW, ask your distributor today for a SKILSAW demonstration!



SKILSAW, INC.

5033-43 Elston Avenue, Chicago 30, Illinois

Sales and Service Branches in All Principal Cities



SKILSAW PORTABLE ELECTRIC **TOOLS**

MAKE AMERICA'S HANDS MORE PRODUCTIVE

Madison Garden Apartments... a Federal Defense Housing Project, Somerville, N. J. Has 78 apartments of 3 and 4 rooms. Built by Niesless Bros., Jamaica, N. Y. Bradley Pre-Finished Hardwood Flooring furnished by S. Nelson, Richmond Hill, N. Y.



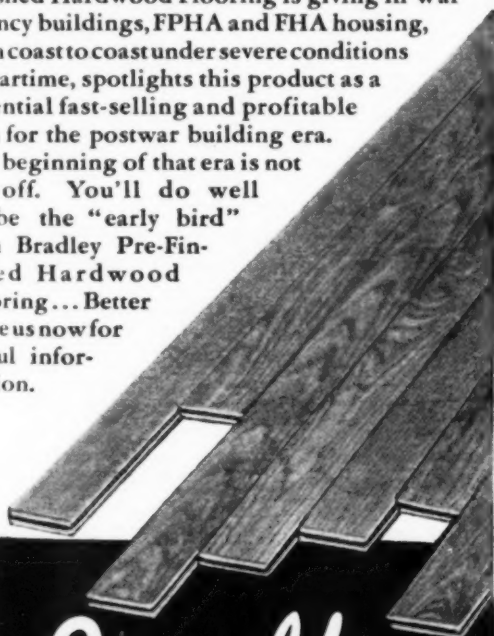
A FLOORING CONTRACTOR'S WARTIME EXPERIENCE *with* **America's** HARDWOOD FLOORS OF THE FUTURE

Here's a letter that speaks convincingly for flooring contractors, floorlayers, builders and occupants.

Millions of square feet of Bradley Pre-Finished Straight-Line Hardwood Flooring have been laid and are giving the kind of satisfaction that builds flooring reputation.

The splendid service which Bradley Pre-Finished Hardwood Flooring is giving in War Agency buildings, FPHA and FHA housing, from coast to coast under severe conditions of wartime, spotlights this product as a potential fast-selling and profitable item for the postwar building era.

The beginning of that era is not far off. You'll do well to be the "early bird" with Bradley Pre-Finished Hardwood Flooring... Better write us now for useful information.



Bradley

PRE-FINISHED

Hardwood Floors



117 West 61st Street
New York

PARQUET,
STRIP AND
MASTIC
FLOORS

June 14th, 1944

The Bradley Lumber Company of Arkansas
Warren, Arkansas
Gentlemen:

You have asked us, as Wood Flooring Contractors, for any criticism we can make regarding Bradley Brand Pre-Finished Oak Flooring. Well ...

Our first experience with this product was in 1942. That we had made a wise decision in selecting Bradley Pre-Finished Flooring was proved repeatedly as our work progressed. It was on hand when we needed it. No time was required for sorting. Its tongue-and-groove fitting accelerated the laying. Pre-finished at your factories, it required no machine sanding and finishing after it was laid. Its durable, uniform and lustrous finish, subjected to the constant handling and work of the mechanics in laying, was restored simply by cleaning.

Since then we have used Bradley Pre-Finished Oak Flooring for about ninety-five (95) jobs, with the same satisfactory experience. Needless to say, we shall continue using it at every opportunity.

As to your specific request ... our only criticism is that you waited until the War to make this innovation available.

Sincerely yours,

CIRCLE FLOOR CO., Inc.

SN:FW

BY: S. Necia /m/

BRADLEY LUMBER COMPANY
OF ARKANSAS
WARREN, ARK.



TWO GOOD REASONS WHY PEOPLE REMODEL!



An out-of-date kitchen made like new! Ceilings and upper walls of Gold Bond Gypsum Wallboard made seamless by Perforated Tape System. Gold Bond Tile substituted for hard-to-clean wainscot. Woodwork refinished in white enamel.



TO make more room for growing kids—that's the principal reason people remodel. There is also the desire for better arrangement and better decoration. But whatever the reason, as soon as restrictions on remodeling residences are lifted, you can be sure of one thing—they are going to want to do their remodeling right away! That's when Gold Bond enters the picture!

For even when restrictions are lifted, lumber will continue to be short. And yet you'll be able to do almost every remodeling job with a minimum of lumber—if you use Gold Bond products.

Gold Bond Wallboards build partitions and walls in a jiffy. And they take any decoration the minute they're in place. For ready-made decorative effects, you can't

beat Gold Bond Grainboard and Gold Bond Insulation Board that are pre-decorated at the factory.

Gold Bond Sunflex DeLuxe Paint, too, is something to remember. It dries in an hour—about the only paint that can be applied over "green" plaster. It has a higher light reflection, too—just like adding additional windows!

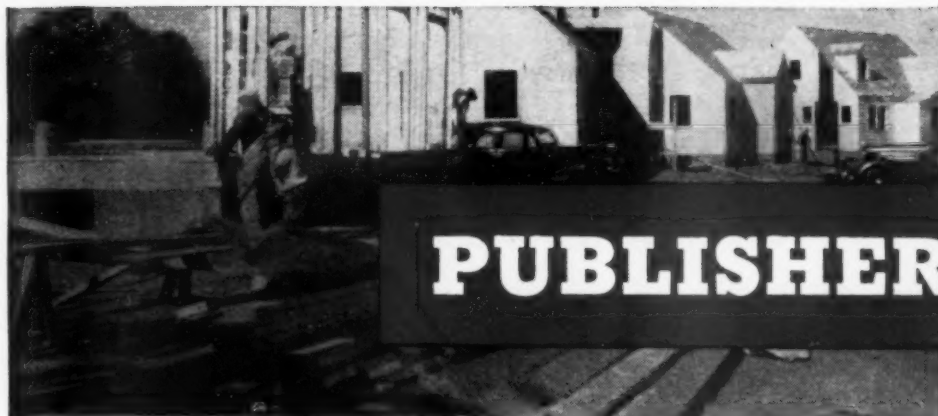
And when attic and wall *studs* are exposed in remodeling operations, remember Gold Bond Rock Wool Batts—there is no better insulation! All in all there are over 150 Gold Bond products that will help you do a better job of remodeling now and new building tomorrow. For complete information see your Gold Bond Dealer or write National Gypsum Company, Buffalo 2, New York.



BUILD BETTER WITH GOLD BOND

Wallboard • Lath • Plaster • Lime • Metal Products • Wall Paint • Insulation • Sound Control

NATIONAL GYPSUM COMPANY • EXECUTIVE OFFICES • BUFFALO 2, N. Y.



PUBLISHER'S PAGE

Enterprise and Government Policies

PPRIVATE enterprise must function within the framework of government policies. It cannot function successfully and provide adequate production and employment within a framework of government policies that are economically unsound. Nor can it function successfully within a framework of government policies that are frequently changed, or even reversed.

Private enterprise is being urged by both political parties to prepare for adequate construction, production and employment during the post-war years. Private enterprise is trying to do so. Private enterprise has a right and duty to demand that, in return, government shall adopt sound economic policies, and then prevent harmful uncertainty by adhering to them.

The "New Deal," as first expounded in the national political campaign of 1932, included reduction of government expenditures; balancing of the budget; maintenance of a sound currency; equal treatment of all carriers under the Interstate Commerce Act; and enforcement by means of the anti-trust act of competition in naturally competitive industries.

Much of the so-called "recovery" legislation passed in 1933 adopted policies the opposite of the "New Deal" policies advocated in 1932. It caused a great increase in government expenditures and the incurring of large government deficits to "prime the pump" of business. It abandoned gold as the basis and standard of currency. It established the office of co-ordinator of transportation and N.R.A. to create virtual monopolies in most industries, with government as a dominating "partner," and to compel general reductions of working hours and advances in wages and prices.

What is the third New Deal, which the nation is asked to accept for the post-war period? It includes huge government expenditures on "public works" and public housing, which would compete with private enterprise for mate-

rials and labor and continue big government deficits and increase of the already colossal public debt. It apparently includes a national and international currency system not based on gold and subject to manipulation in behalf of either deflation or inflation. It includes labor union monopoly practices, short hours of work and high, rigid wages. It reverses the monopoly policies for business of N.R.A. and other legislation passed in 1933 by having the Department of Justice bring court proceedings under the anti-trust act to enforce much more severe competition than the legislation adopted in 1933 was intended to reduce or abolish.

Monopolistic industries should be strictly regulated. Competition should be enforced in industries that are not naturally monopolistic. But it is wholly inconsistent to back monopolistic practices by labor unions and enforce unrestricted competition in business. The purpose in trying to enforce competition in business is to cause low prices. The purpose in backing monopoly practices by labor unions is to cause high and rigid wages. But high, rigid wages and low prices would make it impossible for business to make adequate profits. And without adequate profits business could not accumulate and invest the great amount of capital required to provide adequate production and employment.

The principal issue in the present national political campaign is whether government shall adopt policies which will enable private enterprise to function successfully. Government policies that fail to provide a sound currency, that include huge spending, and that encourage monopoly when practiced by labor unions, and attack it when practiced by business, would prevent private enterprise from functioning successfully.

Samuel O. Drumm,



In this attractive modern home designed by Architect Richard J. Neutra of Los Angeles, the spacious feeling is further enhanced by the use of a large mirror which extends from the left of the glass wall in the foreground, back alongside the lily pond.

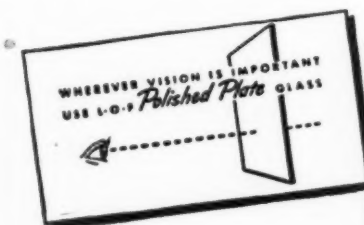
Give your interiors a "feel" of outdoor spaciousness with *Daylight Engineering*

When there's plenty of glass to bring the daylight in . . . when there's no visual barrier between indoors and outdoors . . . rooms seem bigger, brighter and more pleasant in many ways.

In cold climates, the use of large glass areas has sometimes presented a problem of excessive heat loss. No longer need it be a problem — for those areas can be glazed with

Thermopane — the new Libbey-Owens-Ford multiple-pane insulating unit.

You can have Thermopane in sizes from 8"x8" up to 60"x100"—in a variety of thicknesses in plate glass and many other types. Thermopane fits into a modified single sash, just like a single pane of regular glass. For full information, write to Libbey-Owens-Ford Glass Co., 12104 Nicholas Bldg., Toledo 3, O.



LIBBEY • OWENS • FORD

a Great Name in **GLASS**

To keep
Your
Clients
Happy

with the
"indoor climate"
in their homes

...keep the air moving with the Mueller Season- Stat Heat Control

In mild weather, the Season-Stat assures that air is delivered at a relatively low temperature, with the *continuous movement* essential to comfort and health. . . . This exclusive Mueller control is an attractive instrument which may be located on the wall of any first-floor room. It shuts off the gas valve or oil burner, or operates the damper motor on a coal-fired unit, in accordance with the temperature of the circulated air which has been determined by the setting of the pointer on the Season-Stat. Thus long periods of air circulation are attained under any outdoor temperature conditions. . . . It pays to allocate as much of the building budget as is necessary to secure true Indoor Comfort — the Mueller way. Specify a Mueller system . . . made by a company with an 87-year record of heating progress . . . and selected from a complete line that includes furnaces and winter air conditioners for homes of every size, type, and price range (old or new) . . . specifically designed for the fuel of your choice. . . . Write now for bulletins on Mueller equipment. . . . L. J. Mueller Furnace Co., 2016 W. Oklahoma Ave., Milwaukee 7, Wisconsin.



The Season-Stat is just one of the many features in the complete Mueller Line.



Gas Mueller equipment includes gas-fired winter air conditioners, gravity furnaces, and gas boilers.



Oil Just the right size and type for any home, in the complete Mueller oil-fired line.



Coal Complete selection of coal-fired winter air conditioners and gravity furnaces, including special stoker-fired model.

MUELLER *Climatrol*

HEATING AND WINTER AIR CONDITIONING



THEIR POST-WAR HOME WILL TURN OUT TO BE A "WHITE ELEPHANT"

... don't let it happen to you!



LIVING ROOM SETTING BY JAS. McCREERY & CO., NEW YORK

BITUMINOUS COAL INSTITUTE
60 EAST 42ND STREET, NEW YORK 17, N. Y.

(This is one of a series of advertisements now appearing in home-makers' magazines)

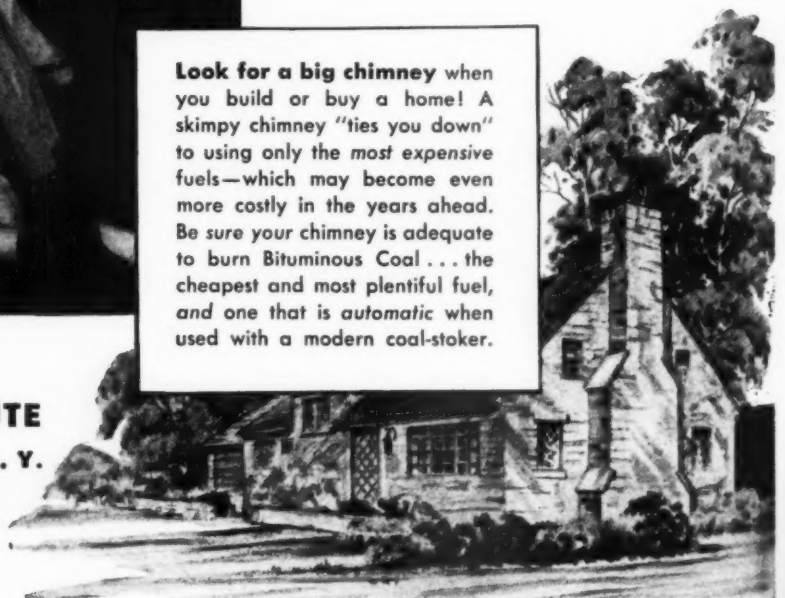
● The most attractive post-war home can become a "white elephant" if its chimney is too small to handle all fuels equally well. Such a house may prove very *uneconomical to heat*. And fuel bills can be far more than your taxes—or mortgage interest!

Make Sure You've Got an Adequate Chimney

To take care of *all* fuels properly, your house needs an *adequate* chimney... a chimney that is *large enough* to handle gas, oil, or coal equally well. The extra cost of building such a chimney when you plan your house is small. And doing so will give you freedom of choice to heat with *any* fuel—including, of course, Bituminous Coal—the fuel that is by far the cheapest—that 4 out of every 7 homes in the United States depend on for steady, reliable heat.

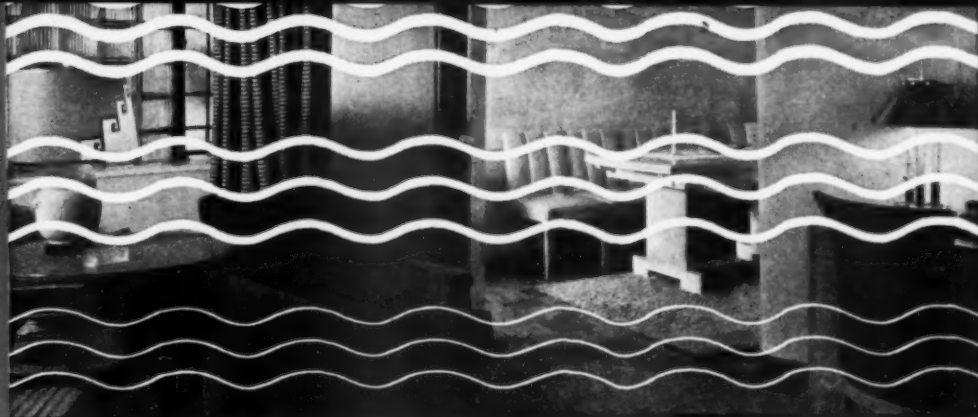
Your architect or builder will tell you that a chimney adequate for burning Bituminous Coal is also efficient for any other fuel you ever might choose. Talk it over with him—it will pay you to do so!

Look for a big chimney when you build or buy a home! A skimpy chimney "ties you down" to using only the most expensive fuels—which may become even more costly in the years ahead. Be sure your chimney is adequate to burn Bituminous Coal... the cheapest and most plentiful fuel, and one that is automatic when used with a modern coal-stoker.



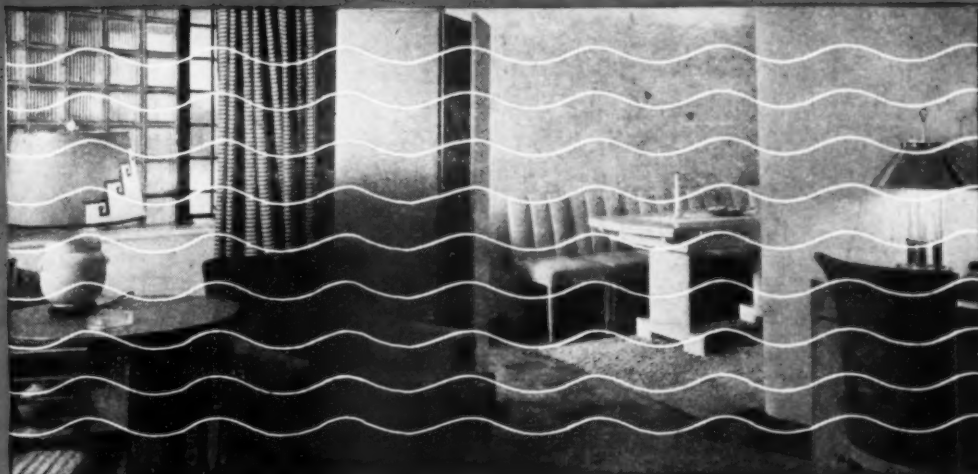
Without MODUFLOW →

Alternate periods of heat and no heat, causing drafts and air stratification . . . Result: Cold floors, overheating and underheating . . .



With MODUFLOW →

Constant supply of heat, modulated to exact degree necessary to offset heat loss . . . Result: True comfort . . .



NOT REVOLUTIONARY-*But* EVOLUTIONARY MODUFLOW CONTROL

HONEYWELL advertising in national magazines and over the coast-to-coast Columbia Network has created a tremendous public demand for the Moduflow Control System. Naturally, you will want to equip the homes you build with this modern and logical improvement in home heating control, because it will bring you entirely new sales opportunities. Your homes will have a distinct competitive advantage—a real solid advantage you can first explain and then prove by demonstration. Moduflow Control makes it possible for home owners to enjoy to a far greater extent all the new improvements in home building the post-war era will produce.

Developed by Minneapolis-Honeywell, Moduflow

eliminates the ordinary "on and off" delivery of heat. Instead, this new control system provides a *continuous* flow of heat at exactly the required temperature. Compensation is made automatically for heat losses.

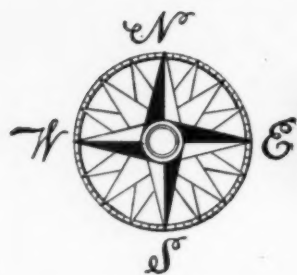
Gone are home owners' complaints caused by alternate overheating and underheating.

Even now, to conserve fuel, the Moduflow Control System is in limited production. It is not an untried experiment, but a natural improvement in home heating. Its advantages and dependability have been proved in actual use. Write for full information. Minneapolis-Honeywell Regulator Co., 2842 Fourth Ave. S., Minneapolis 8, Minnesota. Branches and distributing offices in principal cities.

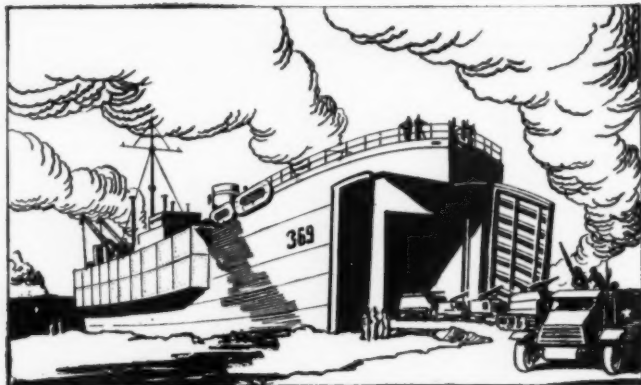
MODUFLOW

MINNEAPOLIS
Honeywell
CONTROL SYSTEMS

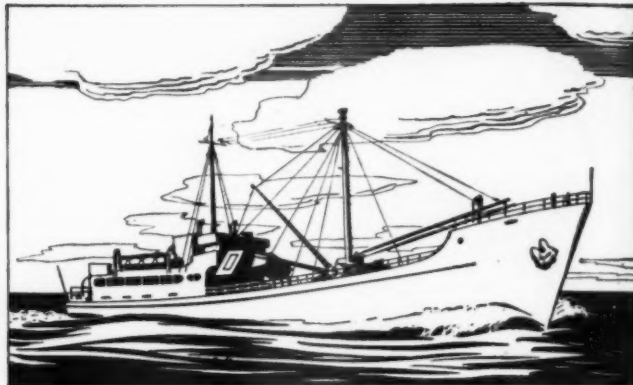




Everywhere you look—



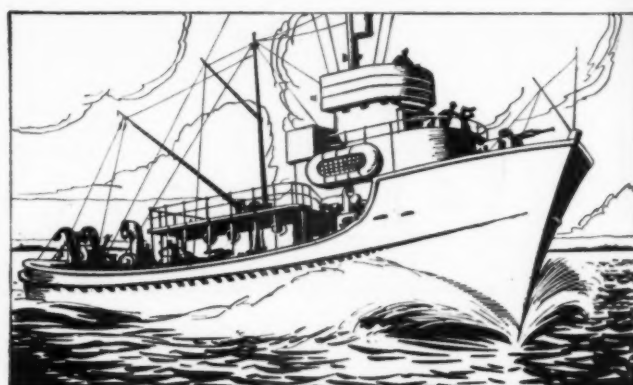
LST's ARE CARRYING TANKS that do their job in war and never go ashore! Their Ship's Whistle Tanks and Ship's Service Tanks are welded by Case craftsmen to meet the severe service conditions encountered in amphibious assignments.



WHEN THE ARMY GOES to sea, Case tanks go too. Air, water, fuel and other supply services are maintained dependably from Case tanks. They help numerous types of craft such as this Army Supply Vessel to "keep going in rough going."



LAUNCHES' FUEL TANKS must be especially rugged and reliable. So must tanks installed in Submarines, Destroyer Escorts, Transports, Cargo Ships. For all these types of vessels, Case welded tanks have been furnished to leading ship builders.



UNFAILING PERFORMANCE under all conditions of sea and weather is expected of Mine Sweepers and their equipment. Hundreds of them in U.S. and British service are equipped with Case Hot Water Generators and Expansion Tanks.



Case

METAL PRODUCTS ★

★ American shipbuilders and the Services for which they are building want "happy" ships. Hot and cold water, fuel, air and other supply services must serve

without fail. That's why, "everywhere you look", you see Case welded tanks aboard so many types of vessels. W. A. Case & Son Mfg. Co., Buffalo 3, N. Y. Since 1853.

WHEELER OSGOOD

Tru-sized DOORS

COME TO YOU

Completely Manufactured

No Sawing No Planing No Fitting

You SAVE

55 MINUTES ON EACH INSTALLATION

BECAUSE

Every TRU-SIZED DOOR is
Made to Exact Book Opening

Tru-sized, America's Modern Doors, are designed to help carpenters and builders do a better job. Tru-sized to exact book opening, they fit perfectly any jamb that is plumb and square. The saving of 55 minutes on every door installed is the average timing clocked by skilled workmen. A Tru-sized Door, fully machined for locks and hinges, can be installed in 20 minutes.

MAIL
COUPON
TODAY!

BE WISE—USE TRU-SIZED

AMERICA'S
MODERN DOORS

EDGES OF ALL
**TRU-SIZED
DOORS**
ARE MACHINE FINISHED
SLIGHTLY ROUNDED



Wheeler Osgood Sales Corp. Dept. 10
Tacoma 1, Washington

Please send me free literature and detailed
guide sheet for ordering Tru-Sized Doors.

Name _____

Firm _____

Address _____

City _____

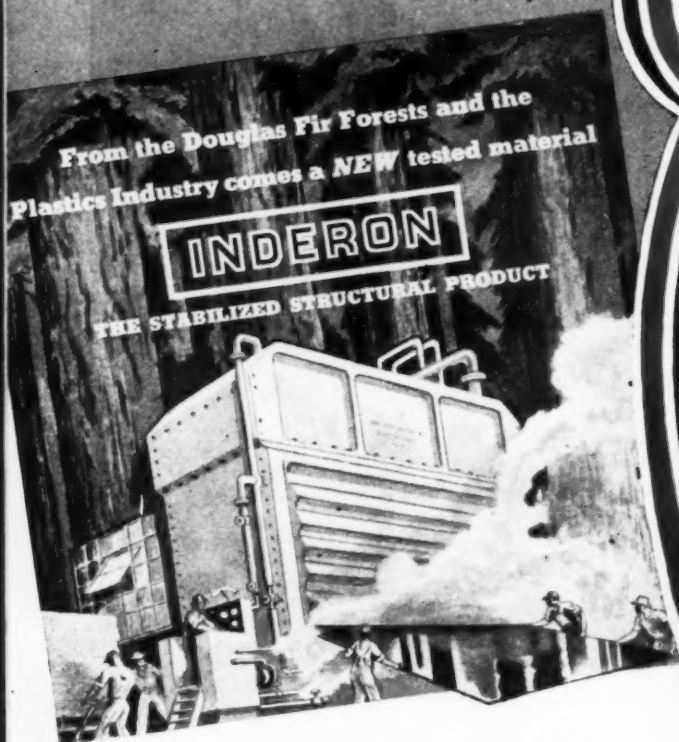
State _____

COSTS LESS TO USE

INDERON

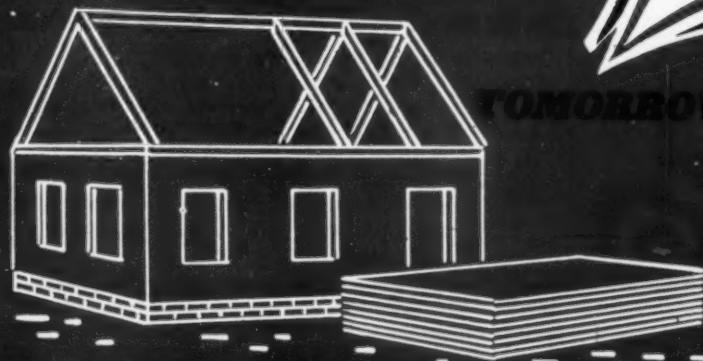
THE STABILIZED STRUCTURAL PRODUCT

Trade Mark—Reg. U. S. Pat. Off.



WHAT IS INDERON?

INDERON is a new material, combining the advantages of two other proven materials—fir plywood and plastics. It is composed of three basic ingredients; strong, durable Douglas fir veneers, a plastic-impregnated fibrous film, and an internal adhesive of thermosetting resin. INDERON is neither a plywood nor a plastic. It is, in effect, an alloy which possesses the qualities of a true plastic at a cost comparable to finished plywood. It is manufactured in modern West Coast plywood plants, where Douglas fir veneers, phenolic adhesives and resin-impregnated paper are chemically united in high-heat, high-pressure presses.



TOMORROW'S PREFABRICATED HOME

INDERON will play an important part in the prefabricated house of tomorrow. Roofs, walls, floors, cabinets and other building will be of INDERON. Added years of service without cost of upkeep are assured.

A Postwar

WHAT OTHERS HAVE

WE DIDN'T wait for the war to end to develop a new structural product—we developed a structural product for war with a hundred peacetime uses.

INDERON is the ideal product for those homes you plan on building after the war. Think of a material all finished in permanent colors that will not fade, mar or discolor—bath-room and kitchen walls put up in one section with a permanent finish that can be washed with any cleaner without injury. Sink tops, cabinet doors and floors will be available.

INDERON is Plastic at its best, because it is combined with Douglas Fir Plywood for strength and sheet size.

The faces of these structural INDERON sheets can take the toughest kind of abuse and come up smiling.

Abrasion tests have been made under impartial supervision and the

Product.. **TODAY!**

BEEN TALKING ABOUT WE HAVE BEEN DOING

lightest surface strata used on standard grade INDERON is many times more resistant to abrasion than hard maple.

INDERON is the "Jack of all Trades" among structural materials from concrete forms to fine table tops—any and every place a structural product is needed you will find INDERON superior in many ways. Its low cost and workability fit it for many possible applications and combinations of usage.

INDERON can be sawed (high-speed power saws give best results), nailed, glued and planed.

At present only standard grade INDERON is available only to the armed services of our country, who demand our entire output.

Standard grade INDERON is available in thicknesses from $5/16$ to $3/4$ of an inch and in sizes up to 48 by 96-inch panels. The plastic strata is

olive green or black in color with a minimum weight of 60 pounds per side per thousand square feet of area. Heavy duty surfaces are available up to 180 pounds per side. These surfaces are dull in finish and can be painted any desired color.

Decorative INDERON will be available in all standard thicknesses and panel sizes. The plastic strata of lasting colors (black, blue, white and red) is highly polished and comes one or both sides finished. The unlimited possibilities of this new decorative material have only been partially explored.

We will be pleased to send you more detailed information and samples of standard grade INDERON. Address Washington Veneer Co., Olympia, Washington or Buffelen Lumber Co., Tacoma, Washington.

Use the coupon below.

Place Your Order Now!

During wartime materials will be scarce and hard to get in the months immediately following peace, so place your order NOW. Your order, if it is on our books, will receive a number and all orders will be filled in numerical sequence according to date received. Kindly give us your credit rating with your order.

Please send me detailed information and sample of Standard Grade INDERON.

NAME

ADDRESS

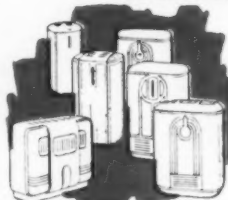
CITY STATE

OCCUPATION

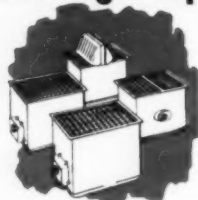
LOOK AT THIS POST-WAR BUILDING HELP!
National Advertising Now Pre-Selling Huge Market

Coleman Design, Coleman Engineering, Coleman Quality
 Construction and Heating Efficiency Make Floor Furnaces
 Important to You In Building Better Homes For Tomorrow

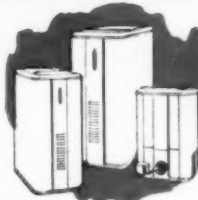
**A Complete Line of Coleman Heating Appliances From Which You
 Can Select The Right Equipment For Your Houses**



Many Space Heater
Models



Floor Furnaces—Gas, Oil, Butane
Choice of Fuels



Many Sizes
Central Heat Plants



Water Heaters, 20 to 60 Gal.
Gas, Oil, Butane

EVERY MODEL DESIGNED TO HELP YOU BUILD BETTER HOMES! Advancements in all these types of Coleman Heating Equipment will make your homes more livable. National ads, as shown on opposite page, are making Coleman heating a positive selling force for you—the kind of heating equipment your customers will want. And finer Coleman engineering may help you to lower costs, make easier installation, do better jobs. Write, and find out how!

WATCH FOR THIS AD 
IN THESE MAGAZINES! (MANY IN 4 COLORS)

AMERICAN HOME	October
SATURDAY EVENING POST	September 30
LOOK	November 14
AMERICAN MAGAZINE	October
LIBERTY	November 11
POPULAR MECHANICS	September
POPULAR SCIENCE	September

PATHFINDER	September 18
MACFADDEN WOMEN'S GROUP	October
SMALL HOMES GUIDE	November
COUNTRY GENTLEMAN	September
PROGRESSIVE FARMER	October
HOLLAND'S MAGAZINE	October

America's Number One Manufacturer of Warm Air Heating Plants Announces

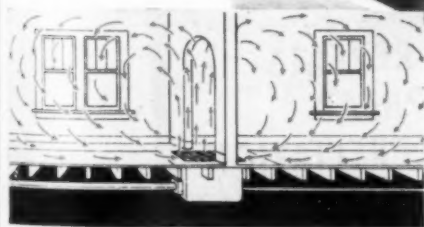
A NEW KIND OF FURNACE DESTINED TO SWEEP AMERICA!

**COSTS LESS!...MORE EFFICIENT!...AMAZINGLY COMPACT!
ALREADY PROVED IN THOUSANDS OF HOMES!**

IMPORTANT "WARM FLOOR" PRINCIPLE keeps floors warm. Floor-level air is drawn down into furnace, quickly warmed and returned into the room.

AIR-INTAKE CHAMBER permits floor-level air to flow rapidly into heating chamber—no restricted airflow.

EXCLUSIVE PATENTED STREAMLINED BOTTOM gives 35% faster warm airflow—more heating capacity. Just as streamlining makes the plane fly faster, streamlined design makes air "fly" faster thru the furnace.



See How Air Is Warmed, Sterilized, And Circulated 3 to 5 times an hour, in an average 5-room house. This is an example of the real, practical Coleman "heat magic" you can have after the war. The chart above shows how Coleman "air flow" creates warm-floor comfort, even distribution of heat from floor to ceiling. And, as you see, you need no basement, no costly air-ducts, with this advanced kind of heat.

It's Called A "Floor Furnace" Because It Is Set In The Floor. It is one of a whole group of advanced, but proved, heating plants developed by Coleman engineering genius. Coleman will bring it to you at a much lower price than you may have paid in the past for less efficient, less comfortable heating. Gas, oil, butane models will be available.

80% OPEN REGISTER permits speedy airflow throughout the house—into every corner.

NEEDS NO BASEMENT—it is set in the floor itself; no ducts needed. Powerful warm airflow principle gives better living comfort.

BURNS CLEAN AUTOMATIC FUELS! No shoveling, no work; no ashes, no bulky dirty fuel; models available for gas, oil, butane (gas model shown).

FREE!

—The "Inside Story of Tomorrow's Home Heating", a book of solid facts about all the different types of heating that will be available—what is most practical—and what will do the best heating job. Let it help you make practical plans—write for your copy to Coleman Lamp & Stove Co., Wichita 1, Kansas.



THE "HOT" NAME IN HOME HEATING

Coleman

THE COLEMAN LAMP AND STOVE COMPANY

WICHITA 1 • CHICAGO 11 • PHILADELPHIA 8 • LOS ANGELES 54



PROTECT AMERICAN HOMES

from WARTIME DEPRECIATION!*

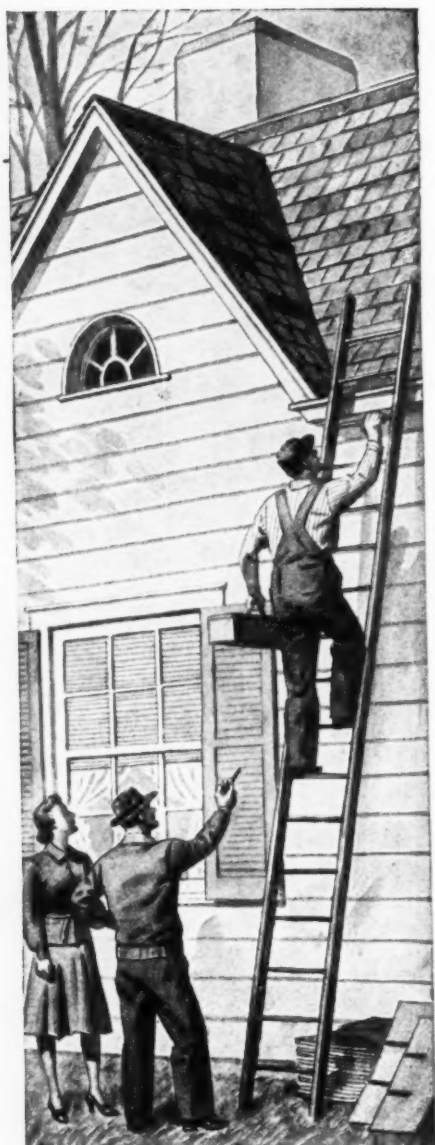
You Can Help Maintain Property Values in Your Community By Recommending—Prompt Repairs With

Carey
LONG-LIFE PRODUCTS

Carey Building Products supply the answer to one of today's most serious problems . . . fast-growing deterioration of American homes and other structures due to wartime conditions.

Carey Asphalt Roofings, Roof Coatings and Cements, Rock Wool Insulation, Asbestos-Cement Wallboard, are available. They provide the utmost in long-lasting, dependable service and protection.

You can't go wrong when you recommend these quality building products which have stood the test of time, wear, and weather, year in and year out, on structures of every type, the nation over. For complete details, write Dept. 10.



CAREY PRODUCTS INCLUDE:

ASPHALT SHINGLES
ROCK WOOL INSULATION
ROLL ROOFINGS
ROOF COATINGS
ASBESTOS-CEMENT
SHINGLES AND SIDING
COVERALL ASBESTOS-CEMENT BOARD

*SURVEY REVEALS WIDESPREAD PROPERTY DEPRECIATION

A recent survey conducted by the National Association of Real Estate Boards shows that serious depreciation of American property has resulted from the wartime drain on building materials and labor. *Rapid deterioration of structures was found in 33 percent of the 376 cities covered.* Structural soundness of buildings was affected somewhat in 65% of the cities, and in 4%, structural deterioration had become a serious problem.

THE PHILIP CAREY MFG. COMPANY — LOCKLAND, CINCINNATI 15, OHIO

Dependable Products Since 1873

In Canada: The Philip Carey Co., Ltd.

Office and Factory: Lennoxville, P. Q.

★ BETTER WIRING FOR BETTER LIVING ★



"What goes on here?"

A FAIR question, thinks little Oswald, for his reputation as a host is at stake.

"Looks like we're serving *soup*—for dessert!" says he, worried about the end of a perfect party . . .

Naturally, his mother blames it all on the refrigerator. But she's wrong. The trouble really lies in the antiquated wiring circuits in the Bjones kitchen.

You see, everything but the kitchen stove is hooked onto the *same circuit* that serves the refrigerator!

As a result, the circuit is overloaded and all appliances connected to it operate ineffectively. The refrigerator motor, for example, fails to come up to proper speed and the protective device shuts it off to prevent damage to the

motor. Consequently, the refrigerator doesn't keep the ice cream hard.

Overload in home wiring also reduces lighting efficiency—slows down cooking—runs up the monthly electric bill.

• • •

The Westinghouse Better Homes Department was created to help improve home wiring practices—not only in the construction of 194X homes but in the modernization of existing homes, as well.

Now, while homes of the future are still in the planning stage, why not refer your *electrical problems* to our housing specialists who will gladly give you authentic information on such subjects as—

Selection of electrical equipment.

Arrangement of electrical equipment for proper sequence of operation.

Sizing of wiring, water supply, and drainage lines for electrical equipment.

Location of convenience outlets, lighting outlets and controls.



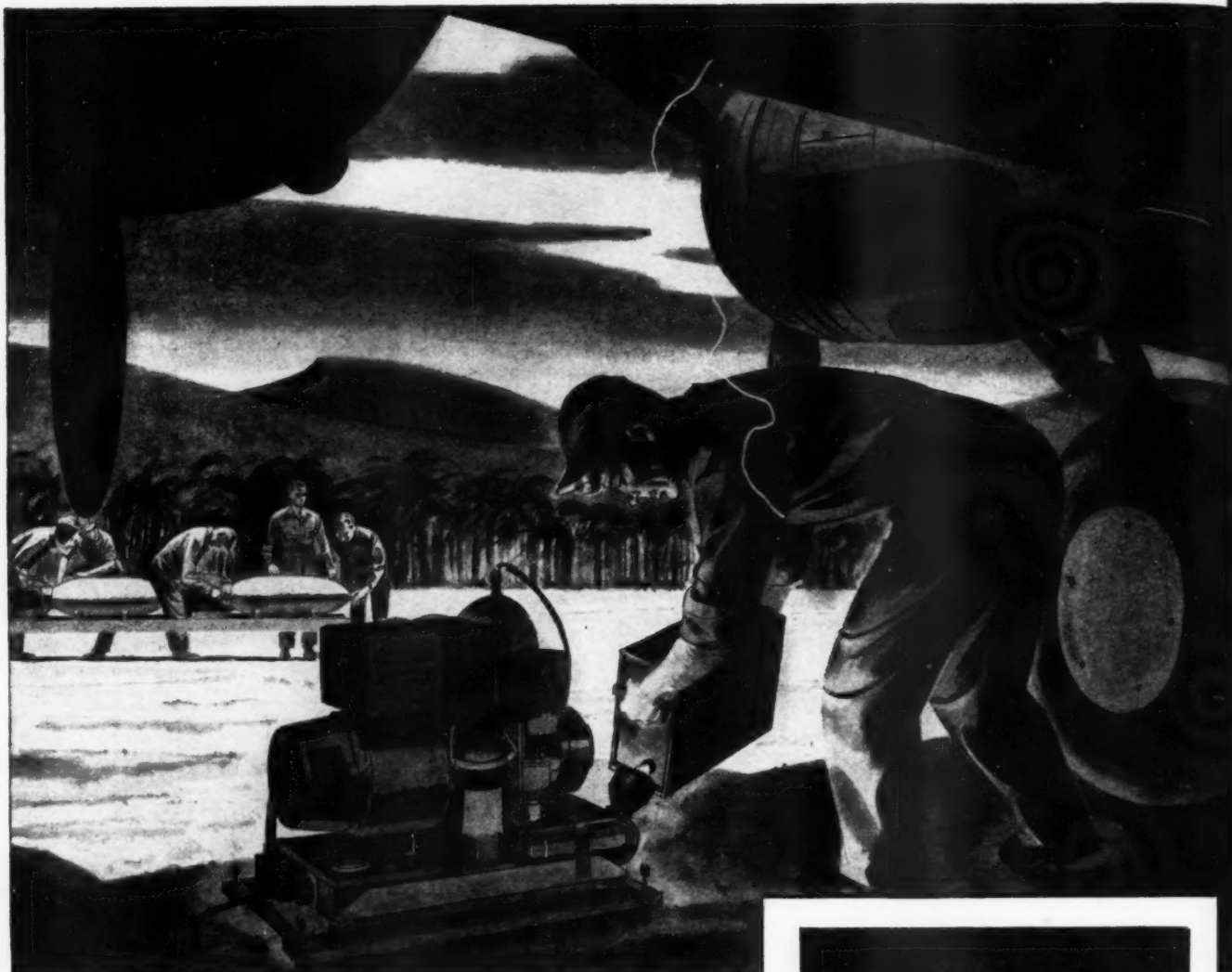
"Electrical Living in 194X" will help you explain the urgent need for "better wiring for better living" to prospects for home modernization and for new homes.

To get your free copy, write Better Homes Department (AB-104), Westinghouse Electric & Mfg. Co., Pittsburgh 30, Pa.

Westinghouse

Plants in 25 Cities Offices Everywhere

TUNE IN: John Charles Thomas, Sunday 2:30, EWT, NBC . . . Ted Malone, Monday, Wednesday, Friday 10:15 pm, EWT, Blue Network



It eats the same grub as planes

And likes it! . . . Yes, a Homelite Portable Generator can be operated on high octane, highly leaded aviation gasoline. No special diet is necessary . . . even 100 octane gas, the fuel of planes, can't harm a Homelite's built-in gasoline engine.

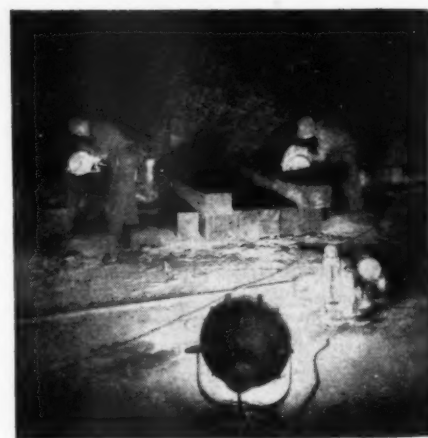
The simple reason is this . . . the Homelite *two-cycle* engine has no exhaust valves to burn out. That's right . . . no valves to foul with lead or carbon . . . no valve seats to reface. Its only valve is a simple rotary valve that governs the flow of fuel.

This, plus automatic voltage regulation, a lubrication system that supplies fresh, clean oil at each revolution, are some of the many reasons why thousands of rugged Homelite Portable Gasoline-engine-driven Generators are working in and around our military planes everywhere.

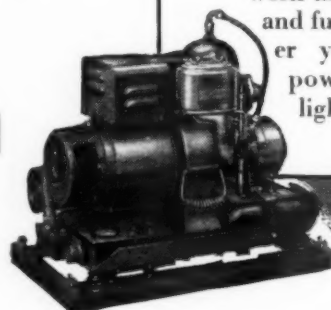


HOMELITE CORPORATION

PORT CHESTER, NEW YORK



A Homelite Portable Generator isn't too fussy how you treat it or how you use it. Just give it some gasoline with a proper mixture of oil and it will work all day and night. It will work in rain, snow, sleet or heat and furnish all the electric power you need for operating powerful, flickerless floodlights or handy electric tools.



just released **SUPERIOR METAL TRIM . . .**

At last you can have Aluminum Metal Trim delivered right to your door. Better yet, you can have Superior Trim that leads in appearance and fabricating qualities . . . in a wide enough range of styles and sizes to meet your every need. But best of all, Superior is offering you popularity-proven items, made on new dies that were developed for you in the past few years during aluminum scarcity. YES, you get part of your POST-WAR items NOW.

Don't delay, wire, 'phone, or write for your new SUPERIOR catalog which shows the old and new items that are available to you.

Orders will come in by the sack full . . . just as soon as people receive our new catalog showing the available items. Get yours among the first. Perhaps so many orders will come in that we will have to allocate them so everyone will be taken care of. To be first in your territory . . . be sure to send us your company name and buyer's name now . . . we will do the rest. You will get all the information just as soon as possible. Then you will certainly be out in front with the NEW SUPERIOR METAL TRIM . . . first with trim . . . first with a brand-new line proven by years of experience and tests.

YOUNGSTOWN MANUFACTURING, INC.

66-76 S. Prospect St.

Youngstown, Ohio

Don't wait another minute



Put me on Your List to get the Latest Metal Trim Information FIRST . . .

Company Name.....

Buyer's Name.....

Address..... City..... State.....

YOUNGSTOWN MANUFACTURING, INC., 66-76 S. PROSPECT ST., YOUNGSTOWN, OHIO



Since 1795 This Endless Search for Perfection



That is why **BIRD**
has developed
CONTROLLED PRODUCTION
for all building materials

The Bird Tri-Tab Hex Shingle, illustrated above, is more than an excellent building material . . . it illustrates the principle of Controlled Production that has won for Bird a reputation for quality since 1795.

Controlled Production alone makes possible the many qualities Bird has built into this superior shingle. Let's be technical, for a moment. Many of the vital characteristics of a finished shingle depend upon the dry felt base. So Bird operates its own felt plant, carefully selecting and blending raw materials for the felt—because blended felt wears better. The "felting" is done by a machine designed to lay the felt fibres in a criss-cross pattern which gives the felt great strength both with and across the grain, and increases its asphalt absorbency for complete saturation. Every step is controlled, subject to constant inspection.

The waterproofing asphalts, too, are controlled—from petroleum oils, selected by Bird, refined by a special process to Bird specifications, with final treatment in

Bird's own stills and kettles.

Bird shingles are further fortified against weather by oil treated mineral granules, washed free of all dust with an oil bath that primes the surface of the granule for positive adhesion in the asphalt. Such a shingle is fire resistant, as evidenced by the label of the Underwriters Laboratory.

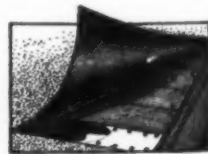
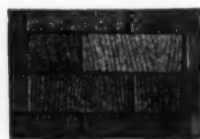
Now note the design. The smaller Tab, only 4 inches in depth, was scientifically determined, to lay snug in windy weather. Nails are distributed more evenly on the shingle, adding greater holding power. Distinctive colors and blends which add such striking beauty, are exclusively created in Bird laboratories.

There are quicker, easier, cheaper ways to make a shingle. But Bird . . . in its endless search for perfection . . . builds quality through and through—the quality which architects, builders and property owners recognize as indicative of Better Building Products for home and industry.

Other excellent examples of Controlled Production:

1. Bird Master-Bilt Weather-Tex Shingles for homes: with longer life, more massive appearance, and a rare charm of modern colors.

2. Bird Proslate: a better roofing for farms and industry: double locked onto buildings with concealed nails and tornado-proof cement.



FOR HOMES



ASPHALT SHINGLES • INSULATED SIDINGS
INSULATION BOARDS • FLOOR COVERINGS
WALLBOARDS • BUILDING PAPERS

SINCE 1795

*Men who know
the best know*

BIRD

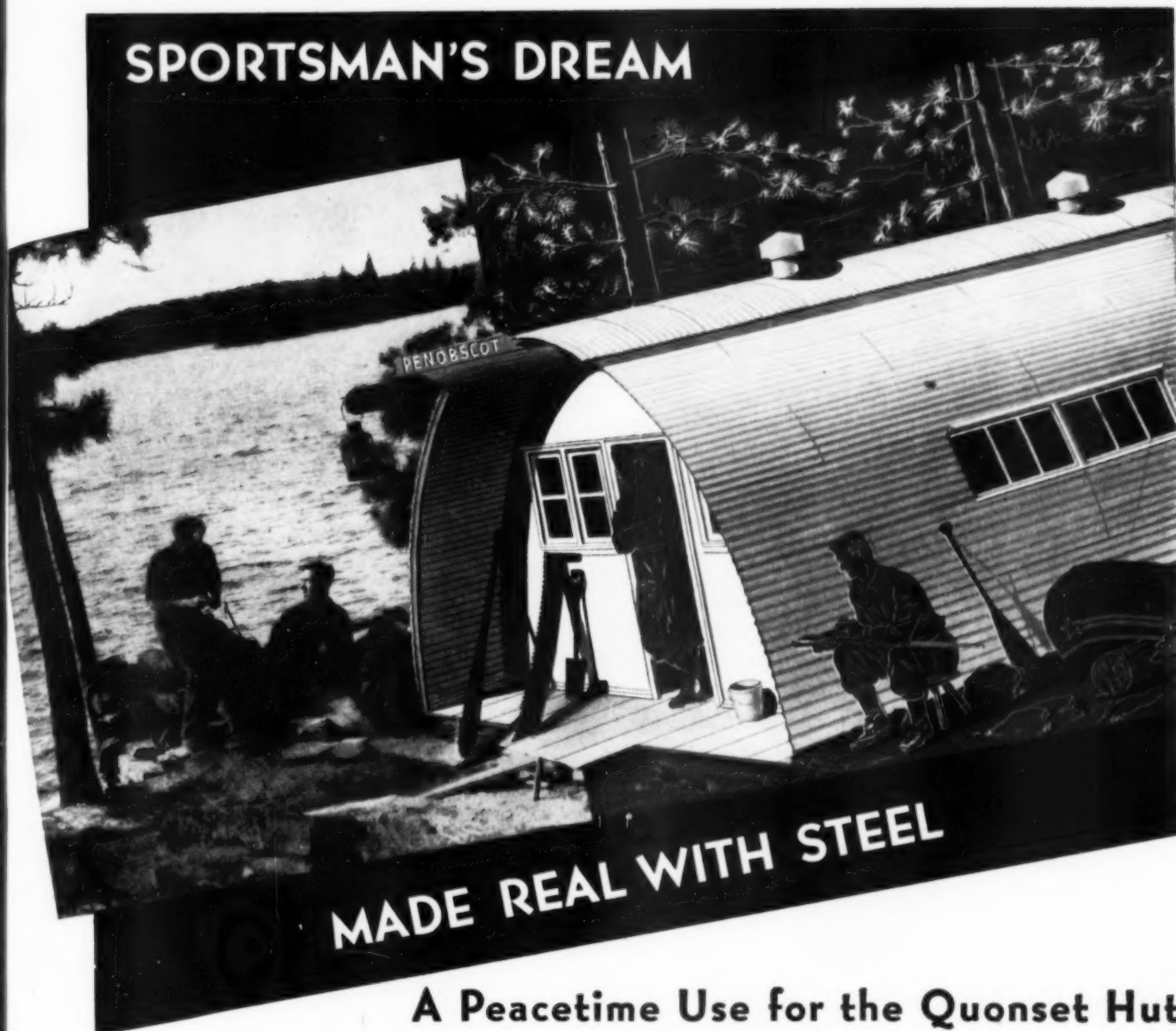
FOR INDUSTRY



RUBBERLIKE FLOOR RUNNERS • INDEX
PRESSBOARDS • SHIPPING CONTAINERS
SHOE CARTONS • BUILT-UP ROOFS
BIRD-FIBRE WOOD FRAME CASES

Bird & Son, Inc. • East Walpole, Mass. • New York • Shreveport, La. • Chicago, Ill.

SPORTSMAN'S DREAM



MADE REAL WITH STEEL

A Peacetime Use for the Quonset Hut

When the time comes to exchange a tommy-gun for a deer rifle and a machete for a fly rod, the advantages of Stran-Steel engineering will open up a whole new field of architectural development.

Stran-Steel's revolutionary military development in steel buildings with 100 per cent demountable frames offers a portability and a permanency unmatched by any other method of construction. The economy of steel will be applied to warehouses, farm buildings and industrial buildings . . . to homes, multiple dwellings, cottages, and cabins in the woods. The light-gauge steel forms a rigid framework which will not sag—resists termites and dry-rot—and can be easily transported and erected. The special patented nailing groove for applying collateral materials makes possible cuts in building time and materials.

Stran-Steel's flexibility in use affords the architect wide latitude in design to meet tomorrow's building needs.

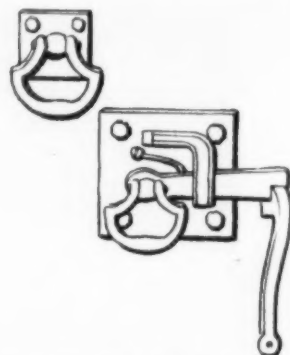


Manufacturer of the U. S. Navy's
Famous Quonset Hut

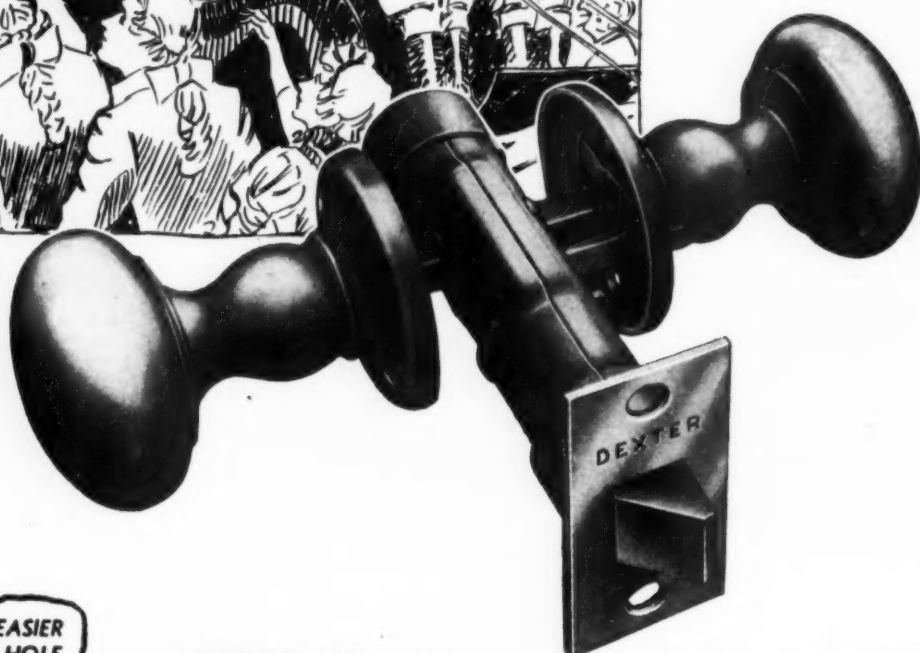
STRAN STEEL

DIVISION OF GREAT LAKES STEEL CORPORATION
1730 PENOBSCOT BUILDING, DETROIT 26, MICHIGAN

UNIT OF NATIONAL STEEL CORPORATION



A Drop Handle Latch Lock, from the time of Ben Franklin, used on the door of the Congregational Church in Essex, Connecticut for nearly a hundred years. Removed recently because the noise it made interfered with the sermon.



EVEN I KNOW IT'S EASIER
TO DRILL A ROUND HOLE
THAN TO MORTISE
A SQUARE ONE



DEXTER TUBULAR LOCKS and LATCHES

Manufactured by **NATIONAL BRASS COMPANY**
GRAND RAPIDS, MICHIGAN

1944 War Housing Calls for DEXTER-TUBULARS

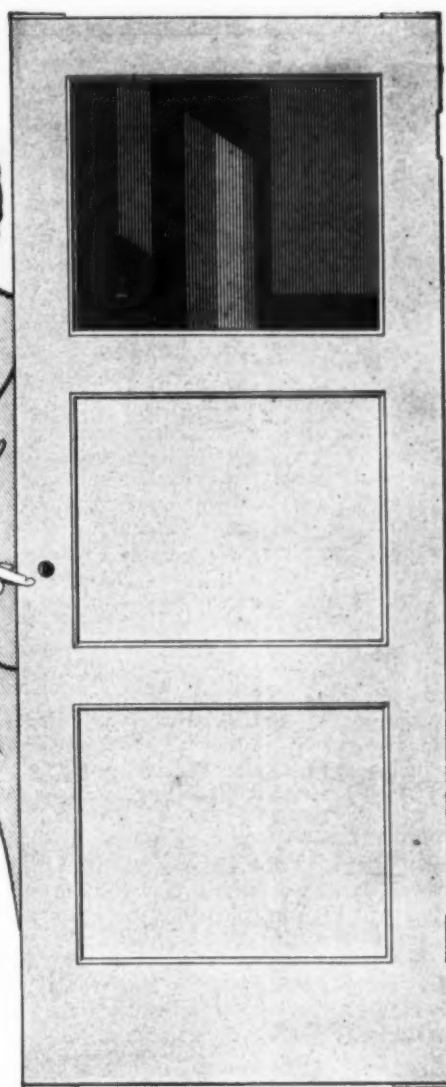
Ben Franklin, who said, "A penny saved is a penny earned," might certainly have said, "Time saved is profit earned," if he had known of Dexter Tubulars. Their speed of installation (with the aid of the helpful Dexter Bit Guide) is an important advantage to builders. Their precision built quality assures absolute satisfaction to owners and dealers — performance backed with a lifetime guarantee.

There is a Dexter dealer in your community. Ask him for complete information. Write for your copy of the Commander Line Catalog conforming to revised WPB Order L-236.

**DOUGLAS FIR
FACTRI-FIT DOORS
WILL HELP YOU ON EVERY JOB**

**Build
Faster—
Better!**

Yes—Douglas Fir Interior Doors are now offered in an **additional** line—precision-made, pre-fit at the mill, trimmed and ready to hang. What's more, they may be ordered **completely** machined—gained, bored or mortised to give you still greater on-the-job economies. Available in basic, all-purpose 3-panel designs, Douglas Fir Doors are ideally adaptable to every type of building.



Plan now to feature these improved Douglas Fir Doors. Write for catalog showing Interior Doors, Tru-Fit Entrance Doors, and new specialty items.

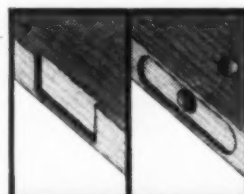
FACTRI-FIT

**PRECISION - MADE
DOUGLAS FIR DOORS**

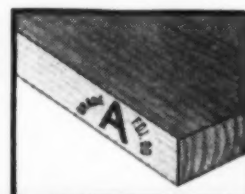
Make full use of Douglas Fir Doors on your essential jobs today, for all building tomorrow. Write for catalog showing Interior Doors, Tru-Fit Entrance Doors and new specialty items.



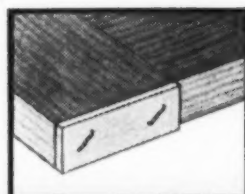
1 FACTRI-FIT doors are pre-fit at the mill, trimmed to exact size ready to hang without sawing or fitting.



2 FACTRI-FIT doors may be ordered completely machined at your option—gained, bored or mortised by high-speed precision tools.



3 FACTRI-FIT doors like all Douglas Fir Doors are edge grade-marked for ease in ordering, specifying and supplying.



4 FACTRI-FIT doors are scuff-stripped to protect the precision-cut corners during handling and shipping.

**Douglas Fir
DOORS
FIR DOOR INSTITUTE**

Tacoma 2, Washington

**Remember!
NATURE MAKES
DOUGLAS FIR
Durable!**

Durable Douglas Fir Doors are made from all-heartwood, vertical-grain, soft, old-growth Douglas Fir.

Now available only for essential building Douglas Fir Doors will be ready again when war needs lessen.

complete
Catalog

ANY
GAN



News, Views
and Comments

On and Off the Record

by **STRUCTOR**

TAFT COMMITTEE—First job of the Senate Advisory Committee on housing (Taft Committee) is to determine the future of NHA. Builders will be wise to make every effort to enlighten the members of this Committee as to their attitude on Public housing and the possibility of having every detail of the building industry controlled from Washington, D. C.

Many of the members of this Committee are known to be favorable to public housing. Thus far the principal testimony has been given by John B. Blandford, who strange to say, presented a case for the continuation of NHA as top national housing agency.

FHA SIDE—Who is to present the FHA story to the Taft Committee? Since FHA is a part of NHA, Commissioner Ferguson can hardly be expected to speak his mind freely.

DETERMINATION—The furor about the H2 program illustrates the determination of builders to resist continuation of unnecessary controls on this industry. It is the most deep-seated, angry, determined sentiment I have ever witnessed.

This is one thing everyone agrees on regardless of political party. Builders will not countenance being told from Washington how to run every minor detail of their business—the colors of shrubs they can plant, or the number of screws in the front door plate.

NEW EMPHASIS—With the end of the European war, the emphasis must be on employment. It will call for a radical change of thought in regard to the building industry. Instead of restraint, restriction, and red tape, the emphasis should be on *incentive*.

WPB AND SCREWS—The War Production Board is considering recommendations for the "disposal of Government-owned screws and related products." We hope the "related products" include some of the housing screwballs who are so hard to get rid of.

DYNAMIC CAPITALISM—I like Eric Johnson's phrase "dynamic capitalism." His description of private enterprise fits the building industry accurately.

The very nature of building and of the location of sites requires that thou-

sands of small firms participate. Every construction job involves RISK—perhaps more risk than any other type of work.

As Johnson points out, the foundation of private enterprise is *RISK-TAKING*. To stimulate employment and develop a huge building program, hundreds of thousands of small firms in the building business must be encouraged to take risks.

To persuade these small business men to take risks there must be (1) a chance to make a profit to compensate for the risk taken and (2) a reasonable chance to operate without overwhelming difficulties, delays, red tape and the kind of confusions that has been engendered by wartime Washington control.

ROSENMAN REPORT—The National Committee on Housing report "Recommendations for a Housing Program and Policies" has set the building industry a-buzz. I recommend careful study. There is much in it that most thoughtful building men will agree with. There are many points perhaps the majority of builders will disagree with, one of which is the recommendation for "one permanent national housing agency to unify all of the activities of the Federal government in the field of housing." Copies of the report may be obtained from the Committee's headquarters at 512 Fifth Avenue, New York.

HOW MUCH LUMBER?—WPB men still claim that lumber will be critically short, but they do add that the end of the European war may greatly modify the situation. Even though all other controls may be lifted, they are considering restricting use of lumber, possibly on the basis of 10,000 board feet per house.

Housing officials gave me the following interesting data on lumber. The average house uses 9600 b.f. of one and two-inch lumber, not including flooring or siding.

The average house also uses 3,000 b.f. of millwork lumber and 1200 of siding. Other figures include oak flooring, 1590 b.f.; shingles, 6 squares per house; wood lath, 27 bundles.

BOOMING REAL ESTATE—Real estate activity is almost as active as it was at the peak of the last boom—1925. At that time, according to Roy

Wenzlick's data, real estate activity was 40 per cent above the long term normal. In July this year, activity was 35.8 per cent above normal.

This vigorous activity in real estate forecasts an equally vigorous building boom the moment people can get materials to build houses to put on the lot they are now buying.

VETERANS AS BUILDERS

Hundreds of thousands of men in the services have been getting a new kind of construction experience during the war. Improved building techniques and equipment have done a monumental part in helping win the war. These young men have seen power tools and power equipment put to maximum use in an all-out effort at maximum production. When they come back they may bring a different viewpoint to many present practices.

Right off the bat, featherbed rules that restrict use of various types of power equipment, and efficiency in operation, will be under fire. Many of these returning veterans will get into home building work, and the old line operators who fail to use up-to-date production methods will be in for some stiff competition.

SUB-ASSEMBLIES—I prefer the use of the phrase "sub-assembly building" to prefabrication in talking about what's ahead. The use of sub-assemblies is a definite development that can be counted on, and the only question is to what degree the practice will spread.

Sub-assemblies can cover a whole host of items making up fairly large parts of the home of tomorrow. One of the most practical would be a front door installed in its frame complete with hardware, weather stripped, painted, and packaged.

Such sub-assemblies can be made up for different geographical areas; they can be specially designed and packaged to fit jobs easily and quickly and to stand the weather when stored. They should bring a new standard of dependability, precision and factory durability to numerous parts of the house.

What is particularly good about the sub-assembly idea is that it does not necessarily change the present method of distribution. It keeps the local builder still as the key man in the home building operation. But it puts at his disposal the mass production technique of the best of American industry.

MORTALITY—A vivid illustration of the manner in which the small contractor has been forced out of the housing picture is given by statistics from the Philadelphia Housing Authority. In 1925 there were 850 builders in business averaging 18.1 house each; in 1943 there were only 26 builders averaging 56.4 houses each. More important, in 1925 there were 413 builders who erected from one to three houses each; in 1943 there was one builder left in this group.

te activity
long term
activity was
real estate
building
get mate
on the lot

EDERS —
men in the
new kind
during the
techniques
monumen-
war. These
tools and
maximum use
imum pro-
back they
wpoint to

rbred rules
types of
ncy in op-
Many of
ll get into
the old line
up-to-date
n for some

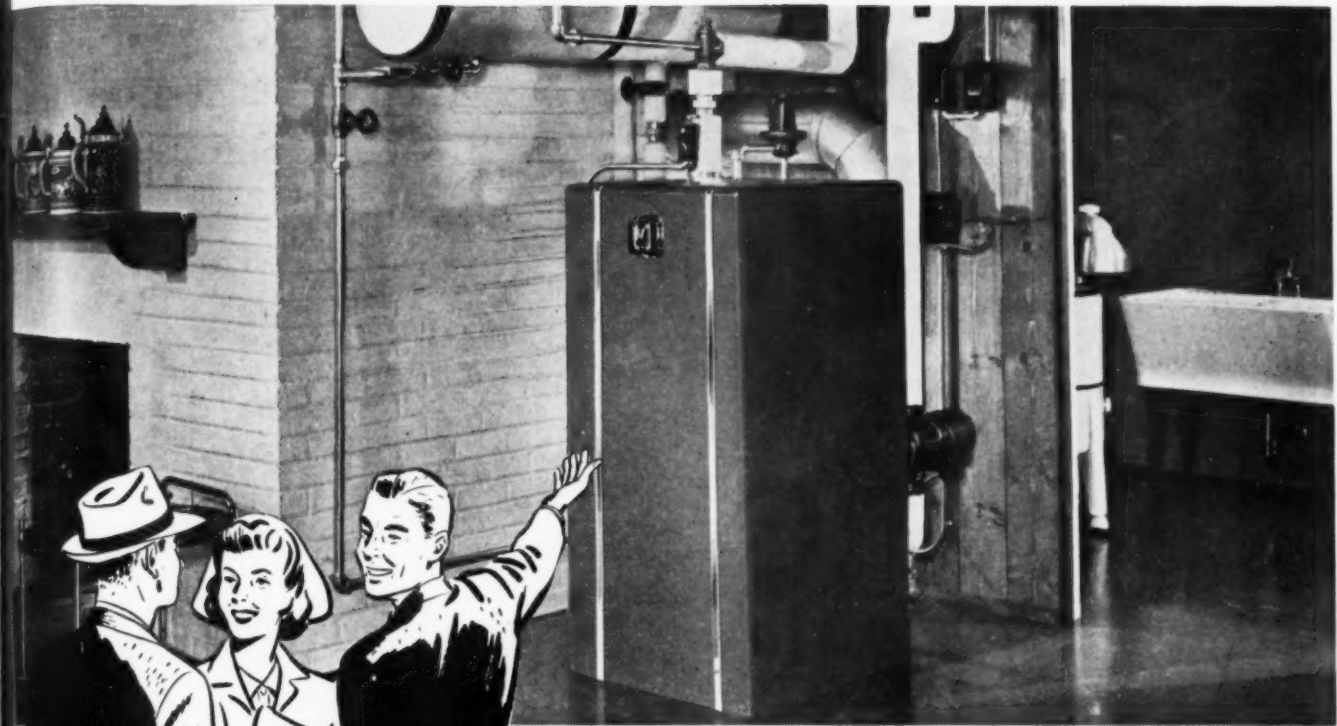
prefer the
bly build-
king about
sub-assen-
nt that can
y question
actice will

a whole
fairly large
row. One
be a front
e complete
ped, paint-

be made
cal areas;
igned and
nd quickly
en stored.
standard of
nd factory
rts of the

d about the
t does not
ent method
local build-
the home
puts at his
n technique
dustry.

illustration
small con-
f the hous-
istics from
Authority.
builders in
se each; in
uilders av-
More im-
413 build-
e to three
e was one



YOU CAN GET MORE BECAUSE YOU OFFER MORE

**Forced Hot Water Heat
has outstanding advan-
tages which appeal in-
stantly to the comfort-
hungry house buyer**



Automatically regulated warmth



Lower heating cost



Year 'round hot water

For proof, look at the record of Forced Hot Water Heating! Its sensational growth in popular favor is shown by the hundreds of thousands of installations now in operation—giving comfort unheard of before. The sure way to add *extra value* and *extra profit* to your homes is to follow the trend—install *forced hot water B&G Triple Duty Systems!*

This is the system which accurately matches the heat supply to the weather. It automatically adjusts itself to all outdoor changes, so that indoors the temperature is held constantly at the desired degree . . . with draftless, sun-like warmth which protects family health against winter ills. It is the system which amazes home owners with its economy—burning *just enough* fuel and no more.

Besides all this, a B&G Triple Duty System furnishes a limitless supply of hot water for all domestic uses—*both summer and winter!* No separately fired water heater needed. (Stress this point to the ladies—it's a winner.)

So if you want to sell *more* homes and get *more* for them, equip them with B&G Triple Duty Systems.

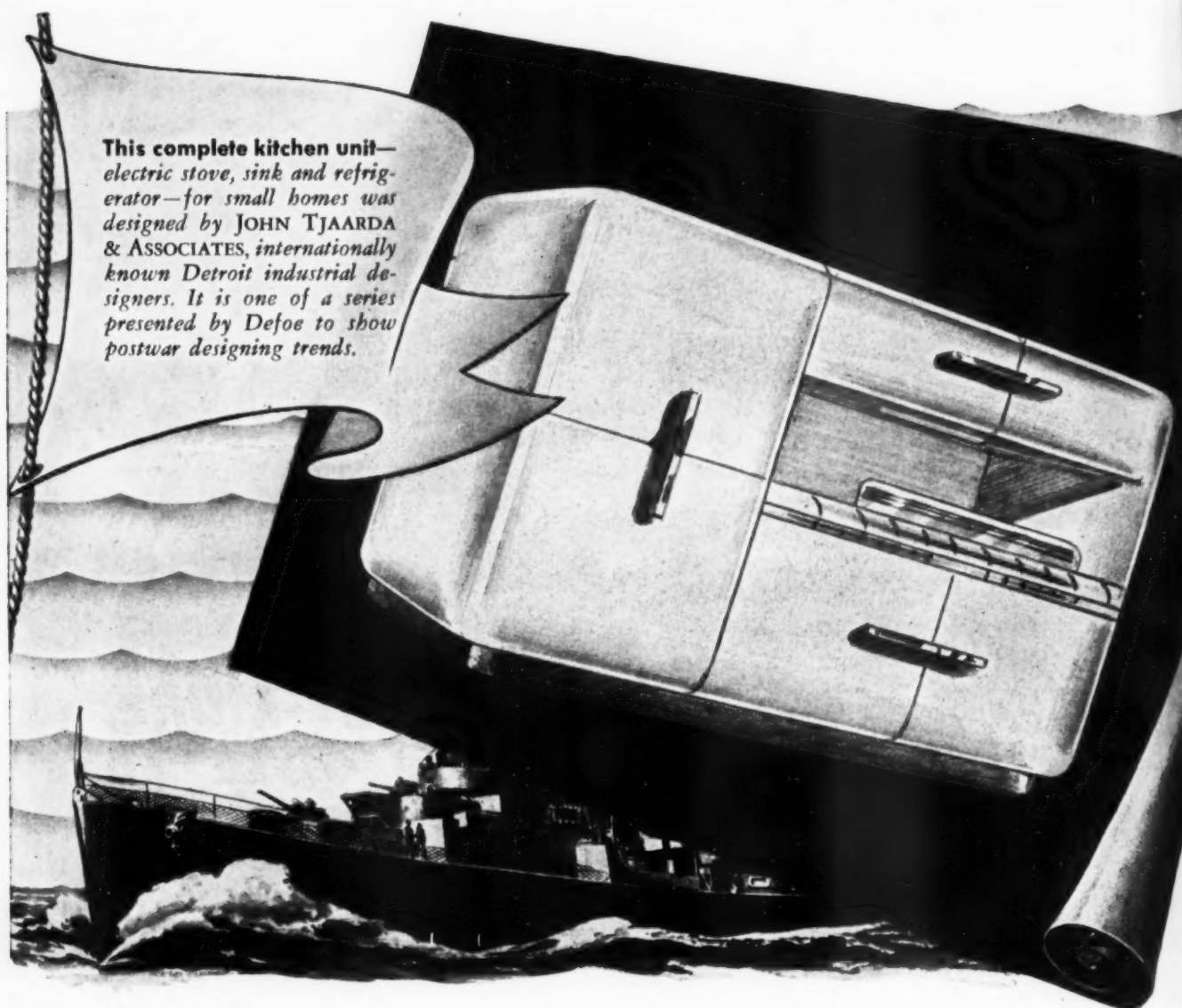


This is the simple equipment which transforms any hot water heating system into a B & G Triple Duty System. Free Booklet gives the complete story—send today.

B&G

TRIPLE DUTY SYSTEM

BELL & GOSSETT COMPANY
Morton Grove, Illinois



ON LAND as on the Sea

The navy-smart air and snug appearance of the prefabricated kitchen unit shown above prove that the space-saving efficiency of marine design is just as effective for homes on land as on the sea . . . Defoe presents this design as an example of how American industry will improve living standards, promote the nation's prosperity . . . and create postwar employment. Today the only thought of nearly 4,000 workers, here at Defoe, is building battleworthy ships for the Navy. But when the Axis is defeated, the same competitive spirit and craftsmanship that have set records in producing for Victory will be reflected in the quality and value of whatever Defoe may build to serve peacetime America.

DEFOE SHIPBUILDING COMPANY, BAY CITY, MICHIGAN

Defoe



Four White Star Renewal Citations now decorate the Navy "E" Award won by Defoe workers.

BACK THE ATTACK
—BUY WAR BONDS

SHIPS FOR VICTORY
SERVANTS FOR PEACE



Cutting Dadoes or Grooves of any width is quick work with Grooving Blade.



Cutting Through Nails in old floor work won't hurt the Nail Cutting Blade.



Cutting Corrugated Sheet, or other ferrous metals, with Abrasive Disc.



Trimming Odd Lengths of lumber on sheathing work with Cross Cut Blade.



Cutting Stone Slabs, slate, marble, tile, transite, etc., with Abrasive Disc.

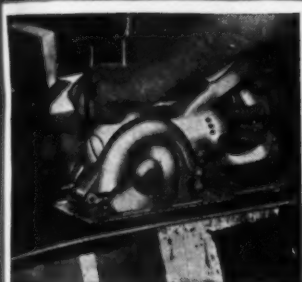
Quick-Saws Make 'Most Any Cut in 'Most Any Material

BLACK & DECKER Quick-Saws do any job faster,

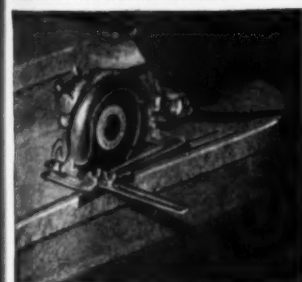
better and at a better profit!

Pictured here are some of the many kinds of work on which Black & Decker Electric Quick-Saws—equipped with the right blades or abrasive discs—give you better workmanship, in less time, at lower cost. Made in three models: No. 75, cuts to $2\frac{3}{8}$ " depth, \$105.00; No. 85, cuts to $2\frac{3}{8}$ " depth, \$122.00; No. 95, cuts to $3\frac{1}{8}$ " depth, \$140.00. Our big, free "Electric Saw Handbook" gives more facts about Black & Decker Quick-Saws, attachments and uses. For a copy address: The Black & Decker Mfg. Co., 666 Pennsylvania Ave., Towson 4, Md.

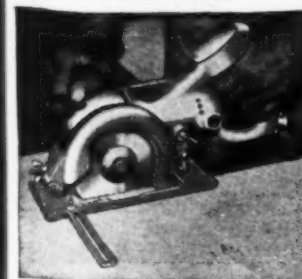
BLACK & DECKER
Black & Decker
PORTABLE ELECTRIC TOOLS



Cutting Laminated and Veneer Woods with Planer Blade.



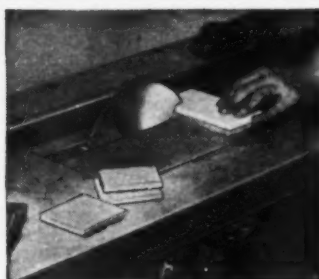
Notting Stone Steps for non-skid strips with Abrasive Disc.



Cutting Soft Compo-Board without snagging; Compo-B'd. Blade.



Cutting Corrugated Asbestos, tile, transite, with Abrasive Disc.



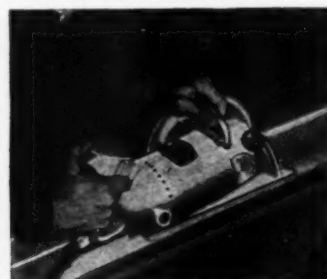
Cutting Tile on B. & D. Saw in saw table, with Abrasive Disc.



Cutting Stair Stringers or notching timbers; Combination Blade.



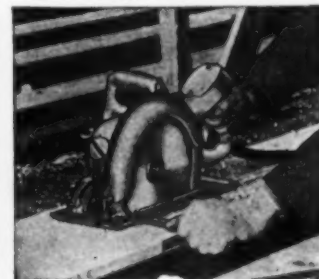
Cutting Sheet Lead, copper, brass, etc., with Metal Cutting Blade.



Cutting Rabbets ten times as fast as by hand with Grooving Blade.

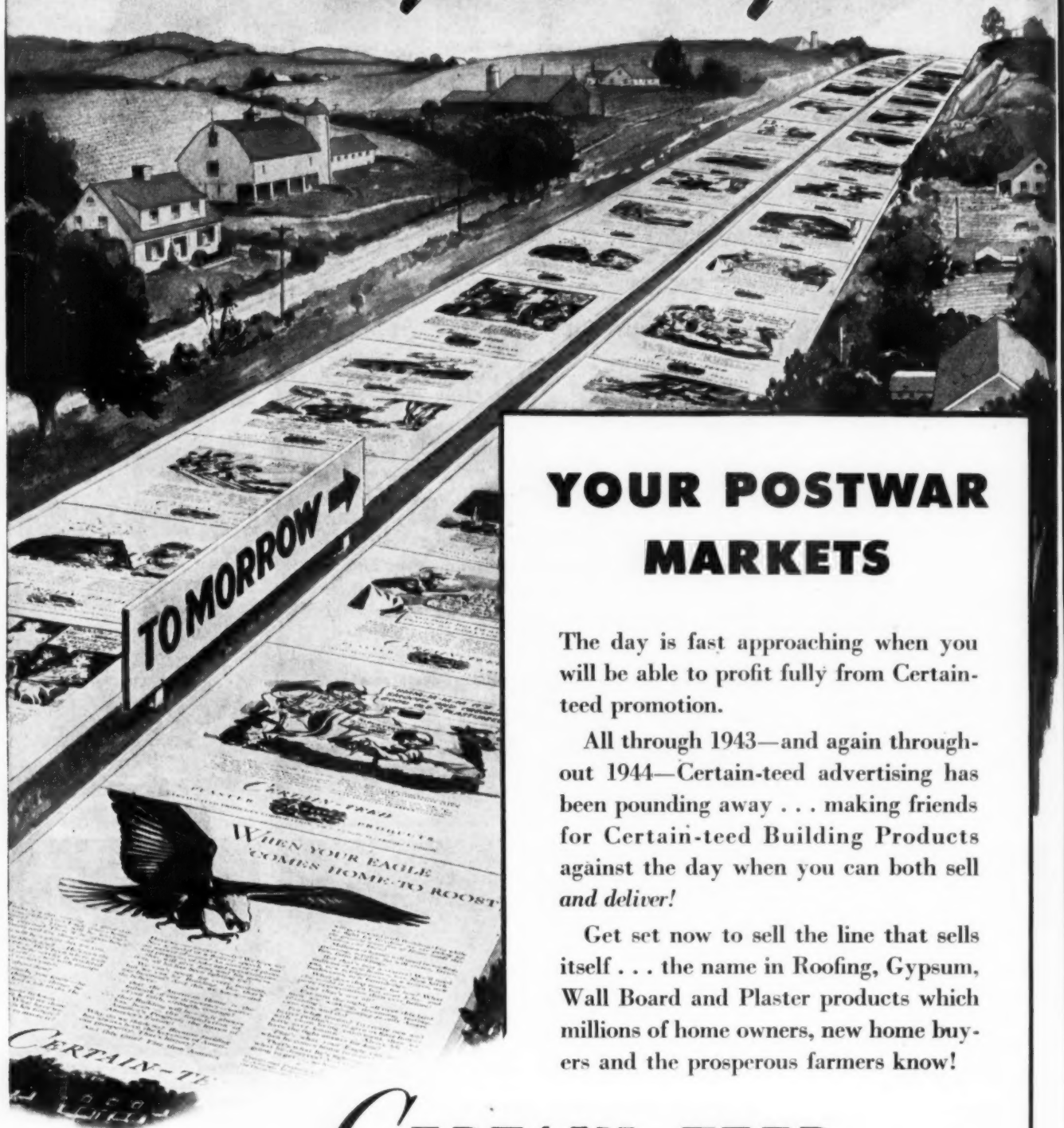


Making Extra Deep Cuts is fast work with Combination Blade.



Planer Blades make very smooth cuts—on ripping or crosscutting.

Paving the way to...



YOUR POSTWAR MARKETS

The day is fast approaching when you will be able to profit fully from Certain-teed promotion.

All through 1943—and again throughout 1944—Certain-teed advertising has been pounding away . . . making friends for Certain-teed Building Products against the day when you can both sell and deliver!

Get set now to sell the line that sells itself . . . the name in Roofing, Gypsum, Wall Board and Plaster products which millions of home owners, new home buyers and the prosperous farmers know!

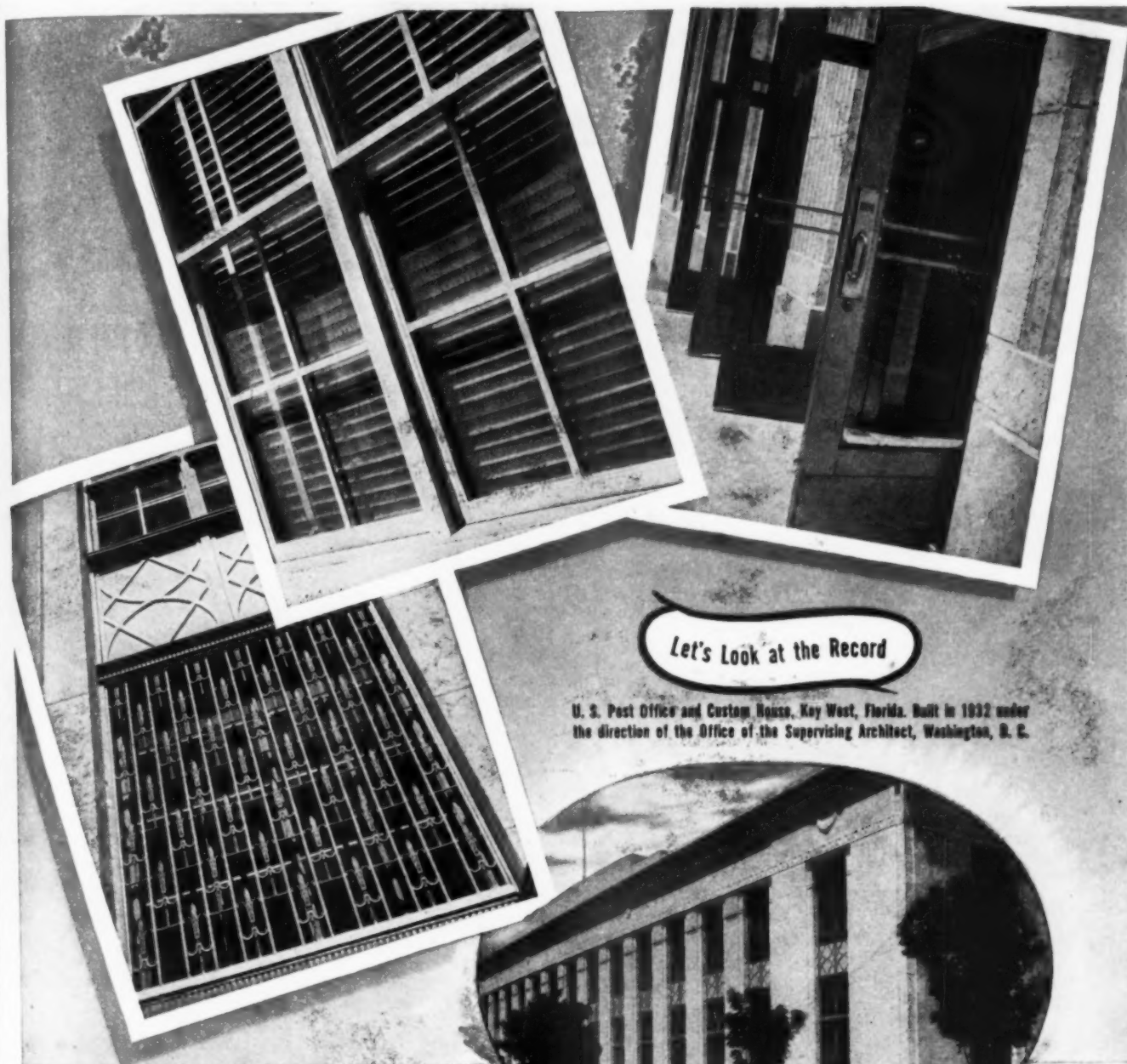
CERTAIN-TEED

BUILDING



PRODUCTS

CERTAIN-TEED PRODUCTS CORPORATION, 120 S. La Salle Street, Chicago 3, Illinois



Let's Look at the Record

U. S. Post Office and Custom House, Key West, Florida. Built in 1932 under the direction of the Office of the Supervising Architect, Washington, D. C.

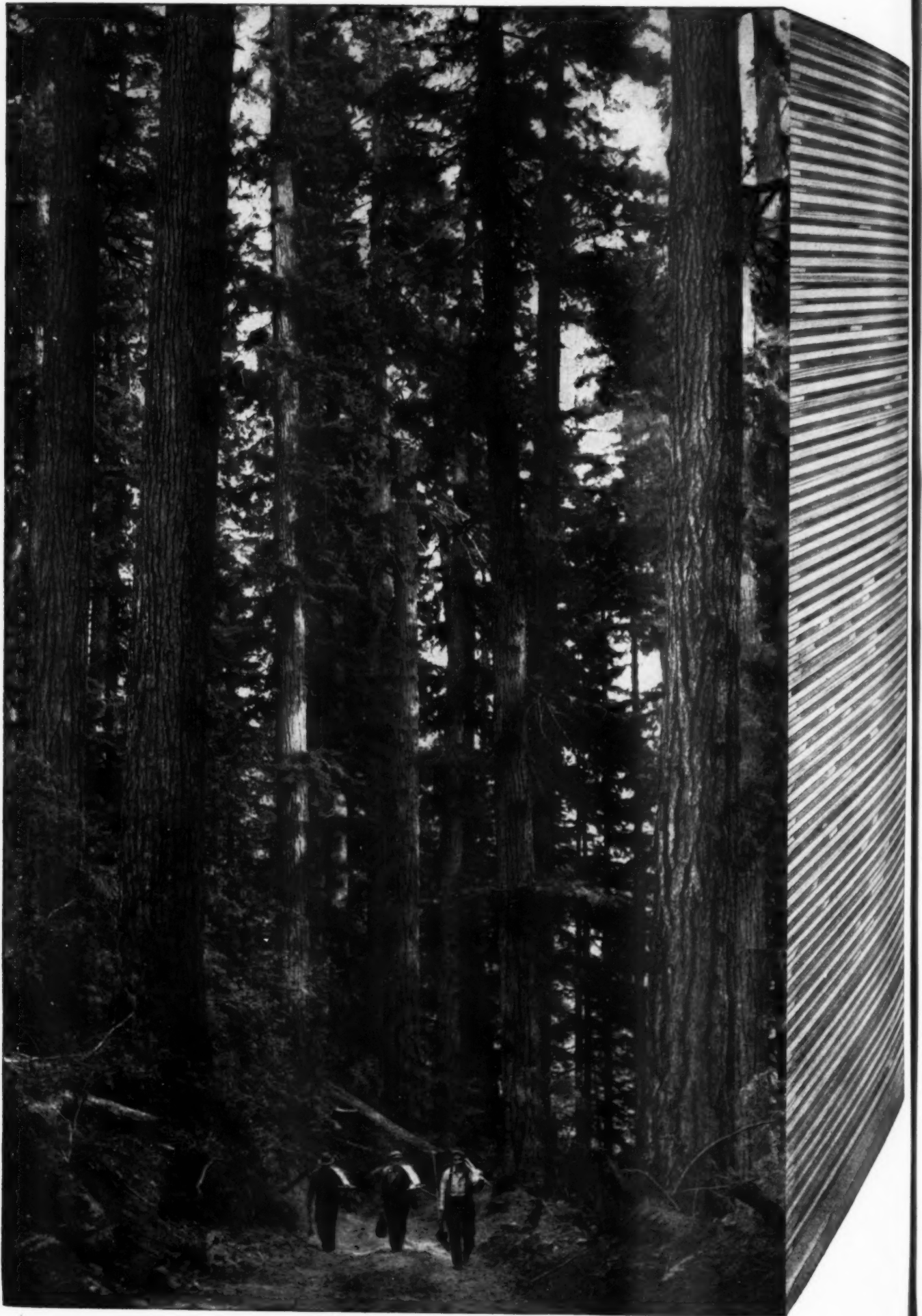
Key West reports,

"Aluminum in excellent condition"

Aluminum windows, doors, entrances, spandrels, grille-work, stairs and railings continue to contribute to the distinctive beauty of this structure. Installed twelve years ago, all of this aluminum is in excellent condition today. Its lasting ability has helped hold down upkeep costs, in the face of material and man power shortages.

In those buildings to be constructed as part of the war effort—housing projects, hospitals, recuperation centers, sewage treatment plants and other public works—aluminum will provide these same advantages. Plan on including aluminum for its fine appearance, long life and ease of maintenance. ALUMINUM COMPANY OF AMERICA, 1914 Gulf Bldg., Pittsburgh 19, Pa.

ALCOA  **ALUMINUM**



here's one story that should be circulated...



There will be plenty of quality lumber for normal needs when war's demands are over!

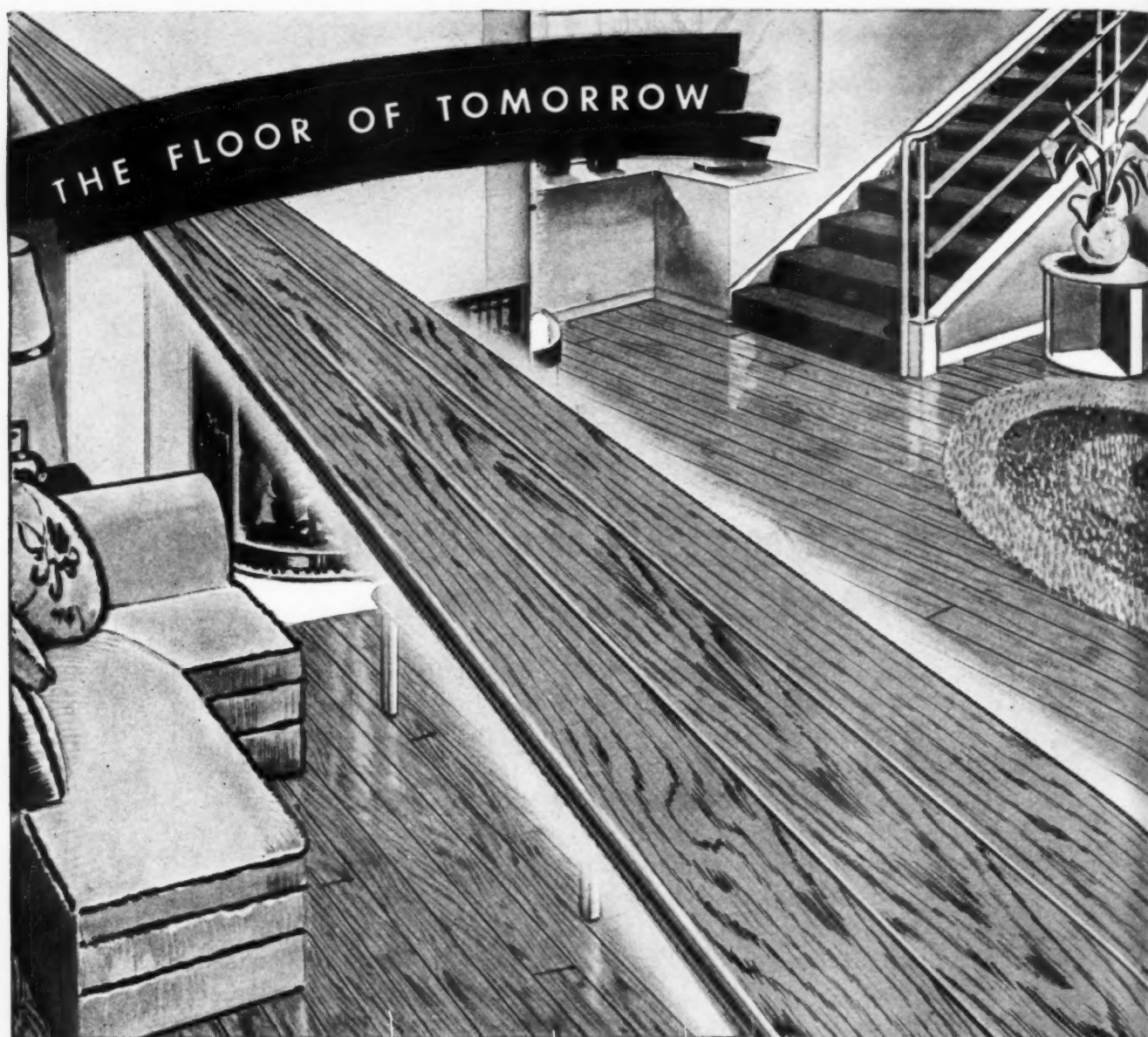
You can tell this industry story with the hope that it will be told and retold. You should tell it to customer, neighbor and friend. This is the Story. In spite of a civilian shortage today, there will be plenty of high quality lumber as soon as war needs are satisfied, because there is an abundant supply of saw timber still standing in U. S. forests.

The present scarcity of lumber for civilian needs is due, in part, to the shortage of skilled workers in forest and mill. The industry has lost between 70,000 and 80,000 experienced men. It suffers too from a shortage of equipment—fewer power saws, tractors, trucks, and tires. Our production is no longer measured in mill capacity but rather by available man power and equipment. Yet despite the shortage of man power and machinery in our effort to meet the war needs, the industry today is producing much more lumber than is normally required for civilian consumption.

The channeling of this production to civilian markets is a simple matter. For there is no reconversion problem in the lumber industry. War needs and civilian needs are similar. They both use the same sizes, grades and items. With reconversion we'll simply continue to produce and ship traditional Weyerhaeuser quality for civilian consumption.

Remember Trees Grow. It is the Weyerhaeuser policy to harvest its mature timber in such a manner as to assist reforestation of logged-over lands.

Weyerhaeuser
4-SQUARE LUMBER



Is Bruce Factory Finish Really That Good?

Don't try to compare Bruce Factory Finish with any other finish you ever saw before. It develops the natural beauty of wood . . . and more . . . it penetrates deep into the wood pores. Even after years of constant service . . . the deep penetration of Bruce Finish *still* protects and beautifies the floor. Yes—Bruce Finish really is that good . . . and millions of feet of Bruce Streamline Flooring now in use prove it.



Bruce Streamline Floors

... a "must" for tomorrow's home builders

THERE'S no other flooring like *Bruce Streamline*... no other flooring that offers so many practical advantages.

Bruce *Streamline* Floors are ready to walk on the minute they're laid. Costly and uncertain, on-the-job sanding and finishing are eliminated when you use Bruce *Streamline* Floors.

Because they're completely and expertly finished at our factory in a way that can't be matched on the job. *And what a finish!*

Bruce *Factory Finish* actually penetrates the wood... seals the pores against dirt... armors the floor against wear and makes for easy cleaning.

Before a single piece of flooring is laid,

you *know* how the completed floor will look... there's no guesswork about it. You know, too, that the beauty of a Bruce *Streamline* Floor is *lasting* beauty... because of the unique Bruce *Factory Finish* which penetrates the wood.

And be *sure* of this—Bruce *Streamline* Floors with their matchless Bruce *Factory Finish* are out of the "dream" stage. They're no longer merely hoped-for possibilities. They're practical and proved, ready now to meet your flooring problems.

E. L. BRUCE CO., MEMPHIS 1, TENN.

America's Most Beautiful Floors



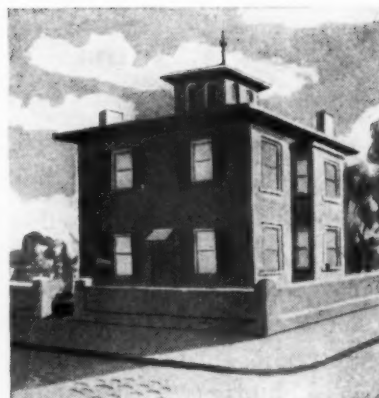
WORLD'S LARGEST MAKER OF HARDWOOD FLOORS



FIRST PURITAN HOME



COLONIAL HOME



POST-REVOLUTIONARY HOME



A Housing Trend

In magazines, in industry forums, in private discussions, more and more builders are giving advance notice of their intention to build "all-electric" houses after the war.

It is increasingly obvious that a great many newly built houses will capture the buyer's attention with built-in electrical equipment.

Most leaders of this new trend in construction see the "all-electric" home as an adequately wired house, completely equipped with electric refrigerator, range, dishwasher, automatic heating, and other electric appliances. Many contractors are planning to include laundry equipment as well.

Advantages all around!

The homebuyer will get all the electrical equipment he needs . . . designed and built right into the house. And there is a growing trend to include such equipment under the mortgage.

Such inclusion will give the homebuyer efficient equipment on much better terms than if he purchased the equipment separately . . . and with little additional immediate cash outlay. The slight increase in the size of amortization payments will usually be more than offset by the resulting savings in the total cost of operating the home.

A fully equipped home also becomes a sounder



VICTORIAN HOME



G-E ALL-ELECTRIC HOME

Worth Watching...

mortgage investment for the banker because such a home will continue to be "modern" for many years to come.

Naturally, the builder is going to profit from the increased satisfaction to the buyer. His houses will be easier to sell . . . his reputation will be enhanced.

We'll be glad to help

For the past eight years, The General Electric Home Bureau has been making an intensive study of the problems involved in the "all-electric" home.

There may be some questions you'd like to ask . . . possibly concerning the cost of owning and

operating quality electrical equipment. We have answered many such questions in our brochure "Your New Home and Your Pocketbook." We'll be glad to send you a copy of this brochure upon request. Home Bureau, General Electric Co., Appliance & Merchandise Department, Bridgeport, Conn.

FOR VICTORY

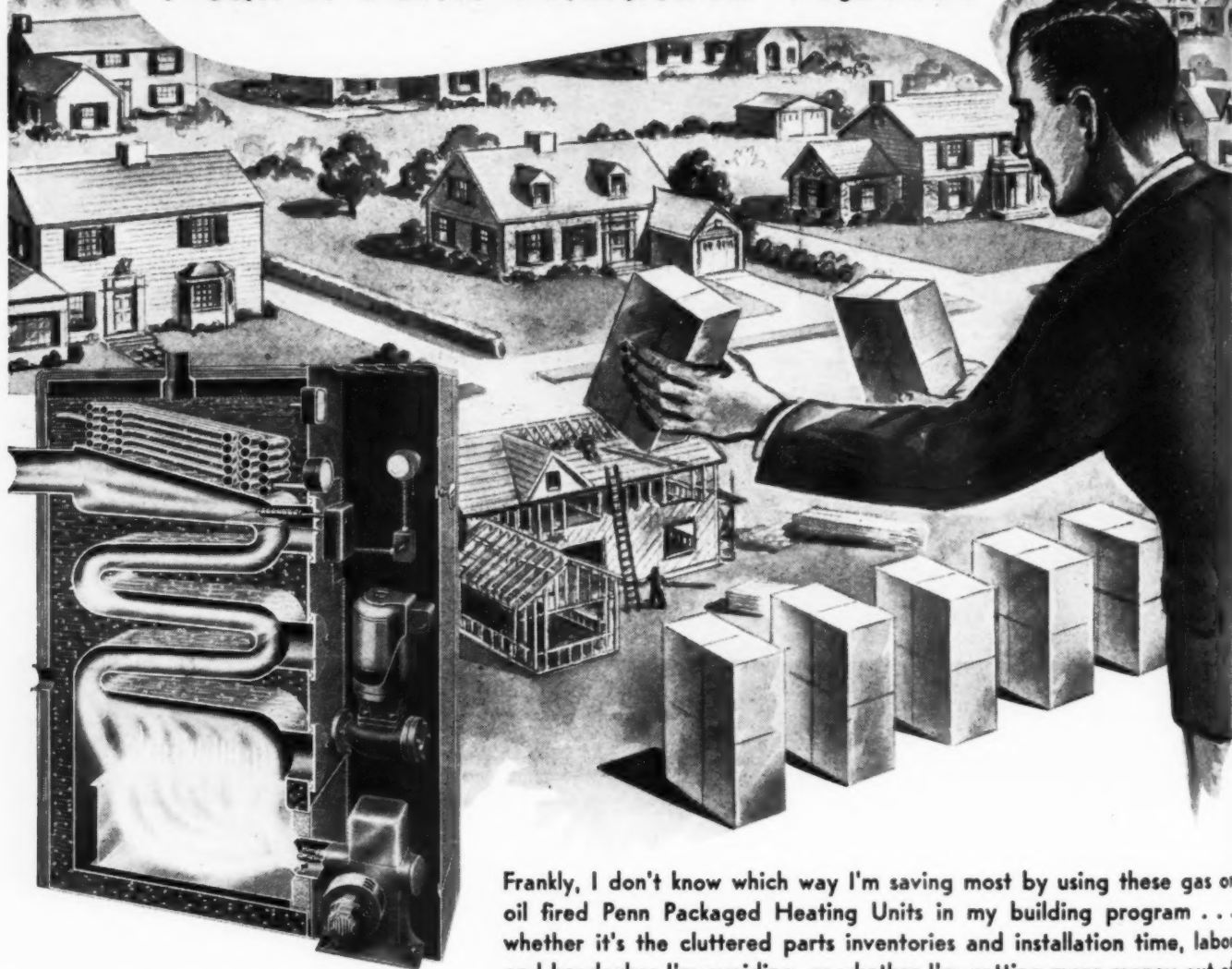
General Electric is working night and day to back the attack. You can help, too, by buying and holding more War Bonds than before.

TUNE IN: "The G-E All-Girl Orchestra," Sunday 10 p. m., E. W. T., NBC—"The World Today" news, every weekday, 6:45 p. m., E. W. T., CBS.

EVERYTHING ELECTRICAL FOR AFTER-VICTORY HOMES

GENERAL  ELECTRIC

*They call it PENN PACKAGED HEAT—
I call it PENN PACKAGED PROFIT!*



Above is a cut-away section of the Penn gas or oil fired boiler burner unit—shown just as it is delivered to you . . . ready to pick up, set down, and plug in.

A truly packaged unit . . . note how all parts and controls are self contained within the extended sheet metal vestibule (Penn patent No. 2119606) which is an integral part of the unit. No burner foundation necessary.

Penn users get as much as 50% saving with the backward and forward fire travel which provides quick, uniform heat.

The stainless steel combustion chamber increases operating efficiency, reduces stack temperature, cuts down running time.

Frankly, I don't know which way I'm saving most by using these gas or oil fired Penn Packaged Heating Units in my building program . . . whether it's the cluttered parts inventories and installation time, labor and headaches I'm avoiding, or whether I'm getting more money out of faster selling houses because people know modern heat when they see it. Anyway, I'm cutting about 90 per cent of installation and handling expenses and there's added customer satisfaction because every Penn unit is capacity rated to specific b.t.u. requirements in a range of size and types that cover every house I'll ever build.

Most of all, I'm sold on the downright ease of handling Penn Packaged Heat, units that come to me crated in one box, completely factory pre-fabricated and ready to pick up, set down and plug in. You'd like to know more? Write for the Story of Penn Packaged Heat. 55 Fruitville Road, Lancaster, Pa.

BOILER BURNER UNITS
AIR CONDITIONER UNITS

*Packaged
by* **PENN**

PENNGUN WATER HEATERS
HYDRO-AIRE (Split System)

PENN BOILER and BURNER MANUFACTURING CORP.
LANCASTER, PENNSYLVANIA

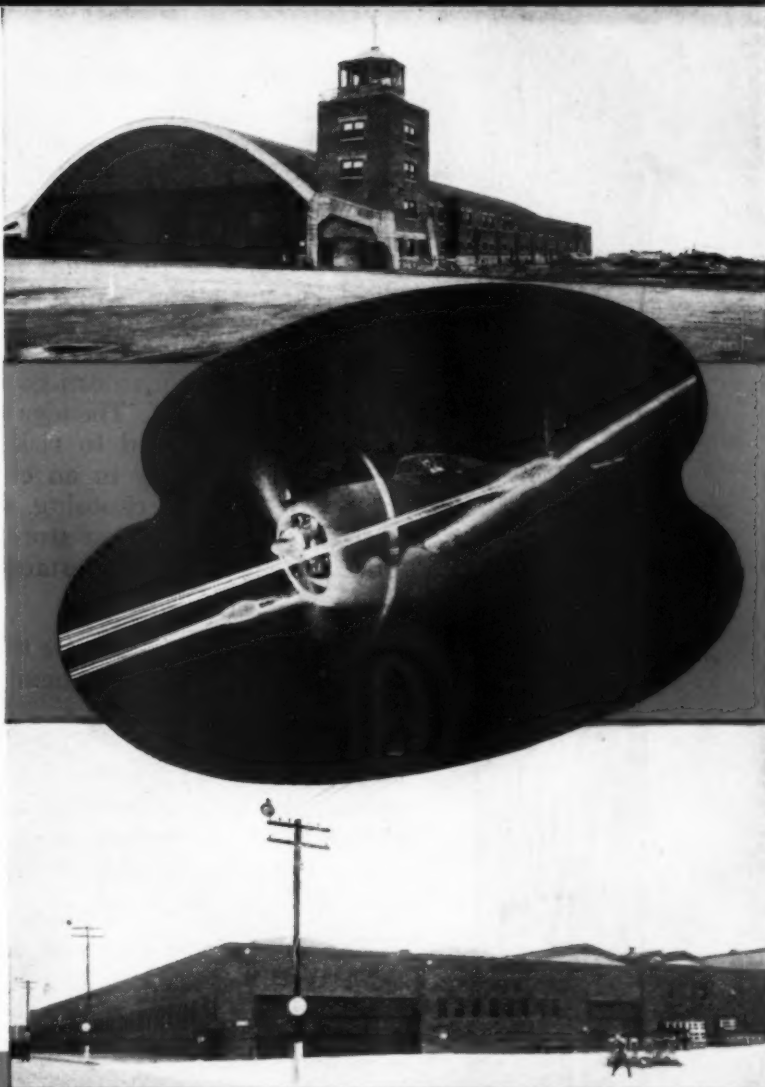
ELJER PLUMBING FIXTURES

Republic Aviation Corporation, specialists in high-speed, high-altitude aircraft and makers of the famous Republic P-47 Thunderbolt, recently completed a series of new buildings at their plant at Farmingdale, Long Island, N. Y. We are illustrating some of the fine ELJER plumbing fixtures which were selected for installation in these buildings.

ELJER CO. is proud that their products were chosen to participate in the construction of the mighty Thunderbolt fighter plane. It is real proof that these products satisfy discriminating specifications.

An architect can specify ELJER with confidence; a builder or contractor can install ELJER equipment and be assured of the user's satisfaction. Write us for complete information on fine plumbing fixtures for any installation.

ELJER CO.
FORD CITY • PENNA.



Architect & Engineer: Francien & Jacobus
Bulden Foley Bros.
Plumbing Contractor: Charles Argast, Inc.



B-8200 Pedestal Urinal

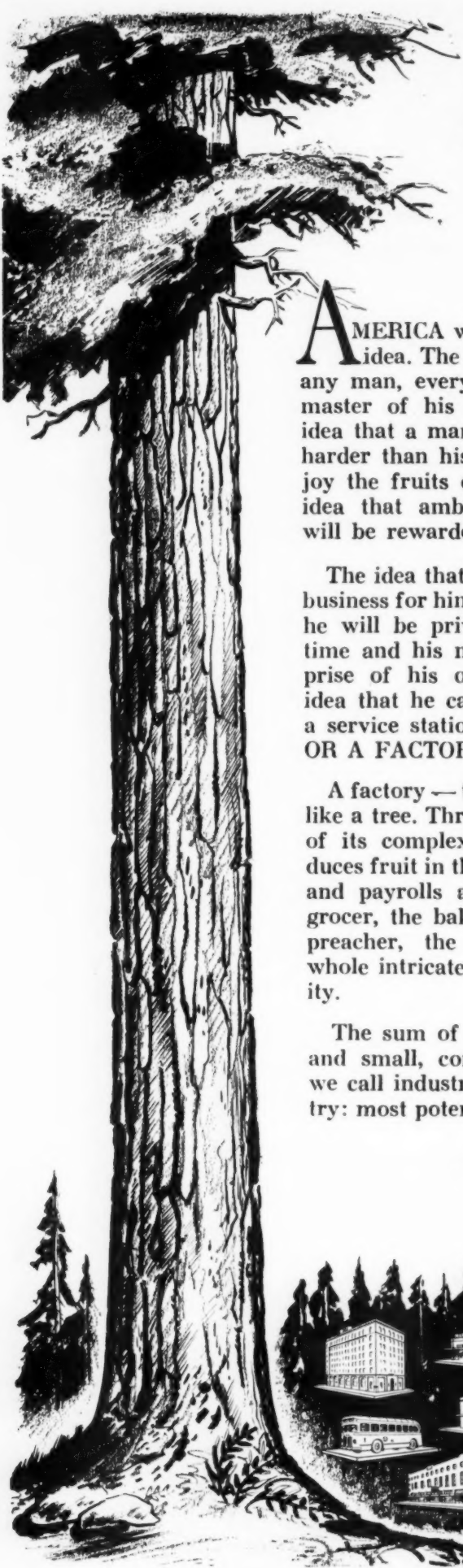


B-4144 Delta Lavatory



B-7010 Sans Bow

A Factory is like a Tree



AMERICA was built on a basic idea. The idea that a man — any man, every man — shall be master of his own destiny. The idea that a man can work a little harder than his neighbor and enjoy the fruits of that labor. The idea that ambition and courage will be rewarded.

The idea that a man can go into business for himself. The idea that he will be privileged to risk his time and his money in an enterprise of his own choosing. The idea that he can start a store, or a service station, or a restaurant, **OR A FACTORY.**

A factory — that is a basic thing, like a tree. Through the chemistry of its complex workings it produces fruit in the form of payrolls; and payrolls are manna for the grocer, the baker, the doctor, the preacher, the teacher, and the whole intricate life of a community.

The sum of the factories, large and small, constitutes the forest we call industry. American industry: most potent force in the land!

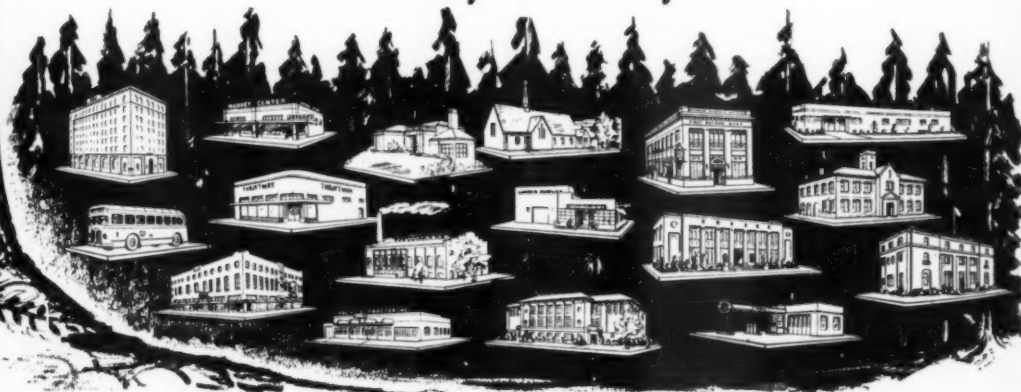
A factory — it starts with a man or a group of men. Because this is America, men are not afraid. Men are willing to struggle and take risks. And from this, from this basic American idea, comes the greatest of all great rewards of industry — the creation of jobs — the creation of opportunity for the returning veteran.

Jobs. Work. Industrial payrolls. They support the farmer, providing a market for his harvest. They support the merchant, creating his customers. They support the utilities, the lawyer, the banker, the newsman, the policeman, and the whole body of public servants. They support other industries, and in turn support themselves.

They are America, and while they survive — while Americans have the freedom of opportunity and enterprise — this land will be strong.

Like the tree, the factory has roots — the deep, life-giving roots that convert labor, materials and risk into the miracle of the American way of life.

Harbor Plywood Corporation
HOQUIAM, WASHINGTON



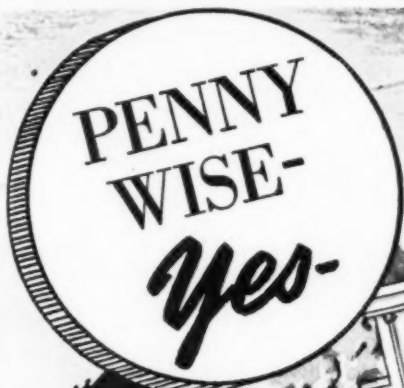
ree

man
is is
Men
ake
this
the
of
s —
for

olls.
vid-
they
his
util-
the
the
nts.
and

hile
eans
nity
I be

has
oots
and
ner-



MUELLER BRASS CO.—PORT HURON MICH

BUT *Not* PIPE FOOLISH

● It is sound business to watch the little costs in building . . . those little costs that collectively mount to larger totals, but . . . saving a few cents or dollars on the initial costs of **vitaly important** items, such as the piping system, at the expense of enduring quality, is false economy . . . The pipes which supply hot or cold water to kitchen, laundry and bathroom fixtures, are the **ARTERIES OF THE HOUSE** and are one of the most important items in it.

A **STREAMLINE** copper piping system cannot rust or leak if properly installed. It is a trouble-free system that will always provide efficient service without costly and annoying interruptions or replacements. There are many other advantages too. It can be installed in less space. There is less heat-loss through radiation than with ferrous piping. Hot water reaches the faucets quicker and with less drop in temperature. Its first cost is its only cost. It will give perfect service as long as the building stands.

Property can have a quicker turn-over when it is pointed out to the prospective buyer that its piping is everlasting copper. For the very few dollars it may cost over rustable piping, it will repay you in better prices, quicker sales and lasting satisfaction to the buyer, which enhances your prestige as a reliable builder. Plan to make a leader of **STREAMLINE** copper pipe and fittings for the arteries of your post-war houses.

STREAMLINE
PIPE AND FITTINGS DIVISION
MUELLER BRASS CO.
PORT HURON, MICHIGAN

—MUELLER BRASS CO.—PORT HURON MICH—STREAMLINE—HARD—GOVT—TYPE M—

DOING DOUBLE DUTY



BARRETT DUBLECOTE SHINGLES

SERVE BOTH THE HOME FRONT AND THE SALES FRONT

Major building operations are held up for the duration, but essential maintenance, repairs and replacements must go on—are going on. And Barrett Dublecote Shingles are available for immediate requirements.

Promote these high quality products with your customers. They give you this double-barreled advantage: they fill an urgent need for dependable, economical property protection; they step up your sales.

Here's a quick summary of some of the outstanding selling features of these high-grade asphalt strip shingles:

"DUBLECOTE" means double asphalt and mineral surfacing on the butts and extending at least 1½" above the cut-out. This assures extra protection, greater nailing security—hence long wear and lasting service.

FIRE-SAFETY because the mineral granules are fire-proof.

WEATHER RESISTANCE—dependable in all seasons and climates. Moreover, Barrett Dublecote Shingles are fine looking—come in a wide variety of colors and blends suited to all architectural styles.

ECONOMY—low first cost and built-in long life. Dublecote Shingles can be laid directly over old materials, and they are easy to apply.

BUILT BY BARRETT, "the greatest name in roofing," known the country over for products of highest quality.

*Let us help you plan a profitable re-roofing program in your locality.
Call upon us today for complete, helpful information.*

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 RECTOR STREET, NEW YORK 6, N. Y.

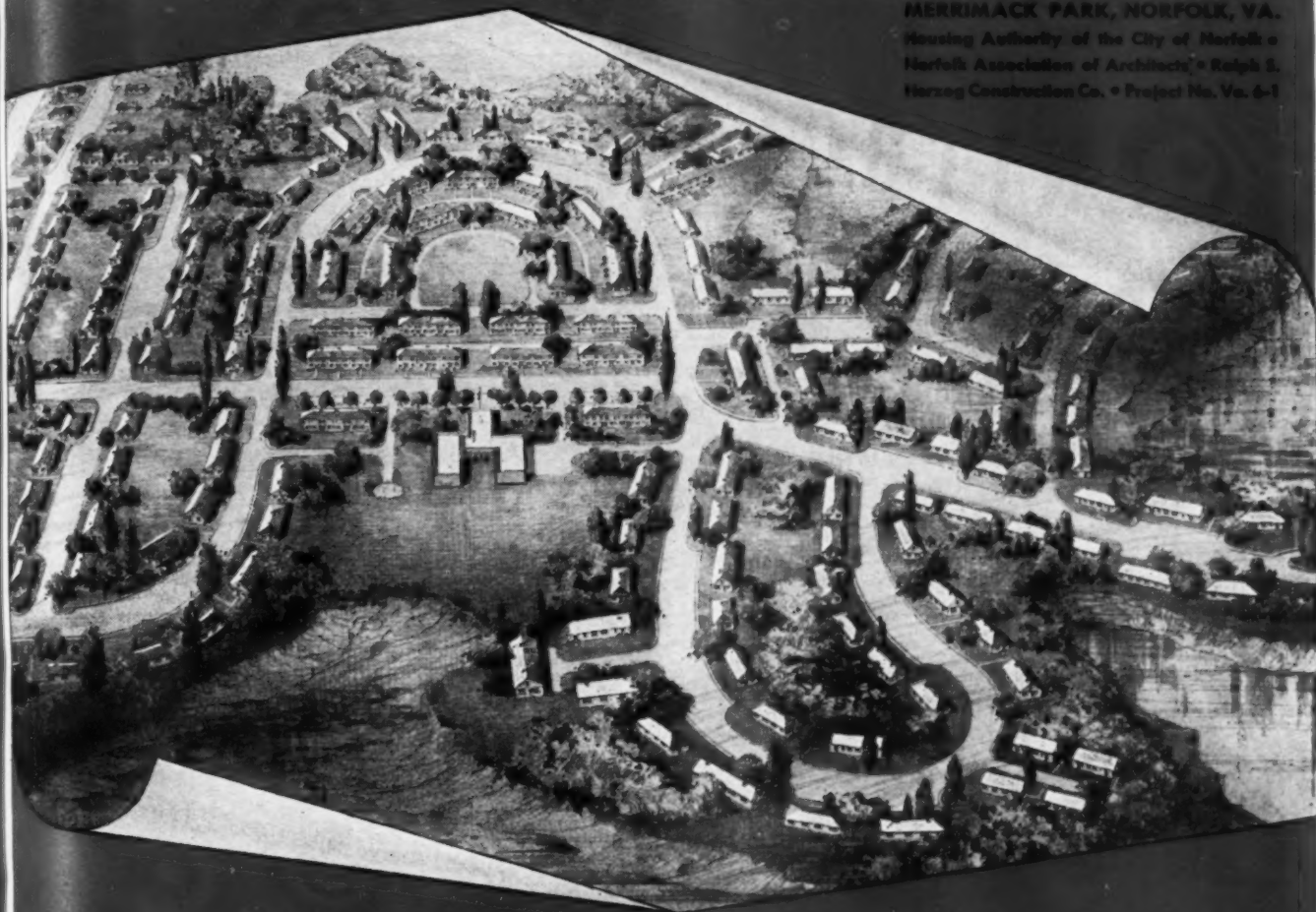
2800 So. Sacramento Ave.
Chicago 23, Ill.

Birmingham
Alabama



BARRETT BUILT-UP ROOFS...SHINGLES AND SIDINGS...ROCK WOOL INSULATION...ROOF COATINGS AND BITUMINOUS PAINTS

MERRIMACK PARK, NORFOLK, VA.
Housing Authority of the City of Norfolk •
Norfolk Association of Architects • Ralph S.
Harzog Construction Co. • Project No. Va. 4-1



500 NORGE GAS RANGES and 500 NORGE HOME HEATERS

200 buildings with 500 living units, each with one to four bedrooms. Cooking and heating satisfaction is assured because Norge "products of experience" were specified.

SEE NORGE BEFORE YOU BUY

NORGE HOUSEHOLD APPLIANCES

NORGE DIVISION, BORG-WARNER CORP., DETROIT 26, MICH.

REFRIGERATORS

GAS RANGES

WASHERS

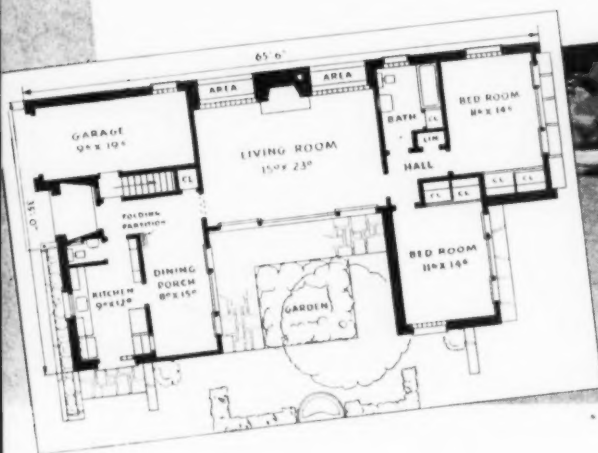
ELECTRIC RANGES

HOME HEATERS

COMMERCIAL REFRIGERATION

Install Heating as Modern

JANITROL Gas Heat for Proven Performance



From the June issue of American Builder.

Architects Henry Otis Chapman and Randolph Evans have done a splendid job of adequately planning a popular, small postwar home. As shown here, it is suitable for use either on a fairly narrow city lot or on a country site, in the latter case the plan being turned sideways. • Other features of this excellent design include lavatory handy to the front part of the house, sheltered entrance, built-in garage, seven closets, compact and efficient kitchen, well-lighted basement with utilities to one side of partition.

AFTER Hitler surrenders, we still have the task of bringing Tokyo to total submission.

While reconstruction is starting in Europe and fighting still continues in the Pacific, it seems safe to assume that building restrictions will be greatly modified. As this occurs, we believe you will want

Good Furnaces—proved in service—equipment you can recommend without hesitation.

The JANITROLS we will make in this period will be small, compact, efficient, fully gas-fired automatic furnaces, beautiful in appearance. Introduced just prior to the war, they have features that most manufacturers are still only promising for their dream furnaces after the war. With Amplifire burners and

Multi-Thermex heat exchangers, they represent a marked advance in furnace engineering.

In different sizes and types, thousands were installed—in big community projects—in private homes and apartments—in commercial establishments. In addition to conventional basement installations, they were installed in attics, in closets, in kitchens, in utility rooms, or were walled up out of sight in living rooms. With architects and builders, Janitrol engineers worked out low-cost efficient installations to give more house with better gas heating for less money.

Now proven by years of service, these vari-



Winter Air Conditioner

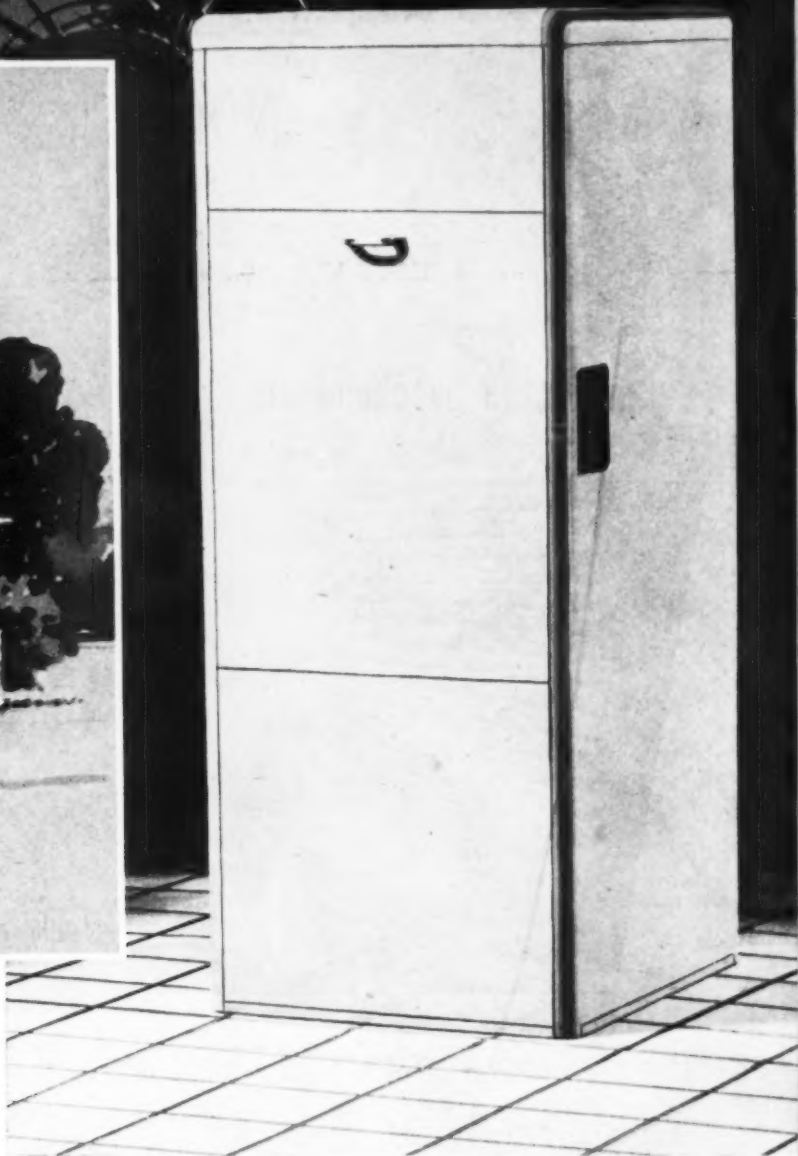


Gravity Furnace

n as the house



Fully automatic, efficient, compact, styled for installations anywhere in the home and tested by three years of wartime service, the JANITROL winter air conditioner is the last word in proven heating comfort.



ous types of JANITROL gas furnaces are available subject to current WPB production and use limitations.

Everyone has ideas about miracle furnaces of the future (and we've got a few ourselves) but you can't heat a house with ideas. Remember, no furnace excelled JANITROL before the war, and nobody has had time to make extensive field tests since. For real furnaces with proved performance records, see the JANITROL listings in Sweet's Catalog, or write Surface Combustion for complete data.

SURFACE COMBUSTION • TOLEDO 1, OHIO

JANITROL

Gas fired

**WINTER AIR-CONDITIONERS
CONVERSION BURNERS • UNIT HEATERS
GRAVITY FURNACES • BOILERS**



Conversion Burner

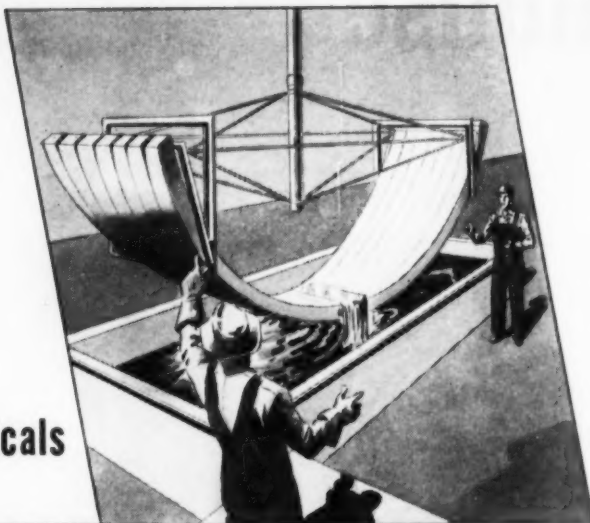


Unit Heater

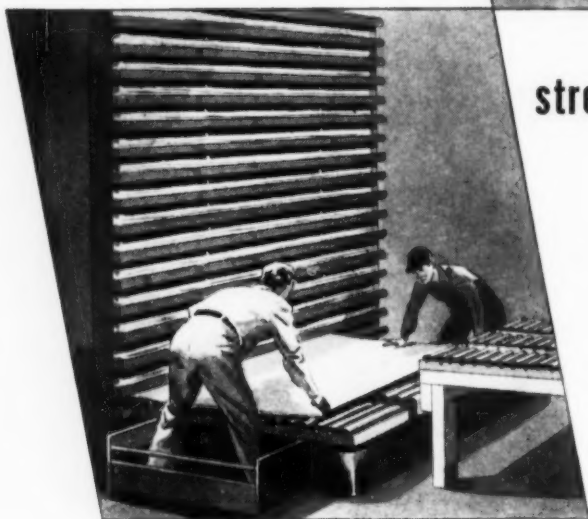


Floor Type Blower Unit

protected by chemicals



strengthened by glues



wood faces a brilliant future

Not so long ago wood could be given chemical protection only at the expense of its traditional beauty.

Wood structural members could be given added strength only by increasing weight and bulk.

But now war-improved chemicals and treating techniques leave the surface clean and clear at the same time they give *better* protection against rot, moisture, insects and fire.

War-improved, water-resistant and waterproof glues make possible plywoods and laminated structural members of *greater* strength with *less* weight, *less* bulk and *greater* economy of forest resources.

In short, wood, long known for its warm, friendly beauty now competes on equal terms with the most modern materials for durability and low maintenance costs as well.

Two important contributors to this new status of wood as an engineering material have been I. F. Laucks, Inc., world's largest manufacturers of water-resistant and waterproof glues, and Monsanto Chemical Company, producer of the newest and most effective types of wood treating chemicals. From their *combined* resources, research and experience are sure to come still greater contributions.

I. F. LAUCKS, Inc.

America's Glue Headquarters

CHICAGO (2)—6. N. Michigan Avenue
SEATTLE (4)—911 Western Avenue,
LOS ANGELES (1)—859 E. 60th Street.
Factories: Seattle, Los Angeles, Portsmouth, Va., Lockport, N. Y. In Canada, address: I. F. Laucks, Ltd., Granville Island, Vancouver, B. C., or Hercules-Laux-Merritt, Ltd., Stanbridge, Quebec.



MONSANTO
CHEMICAL COMPANY
Organic Chemicals Division
1700 South Second Street
St. Louis 4, Missouri



BRIXMENT Mortar Has Better Water-Retention

● Water-retaining capacity is the ability of a mortar to retain its moisture, and hence its plasticity, when spread out on porous brick.

High water-retaining capacity is of *extreme importance* in mortar. If the mortar does not have high water-retaining capacity, it is too quickly sucked dry by the brick; the mortar stiffens too soon, the brick cannot be properly bedded, and a good bond cannot be obtained.

Brixment mortar has extremely high water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore stays smooth and plastic longer, when spread out on the wall. *This permits a more thorough bedding of the brick, and a more complete contact between the brick and the mortar.* The result is a better bond, and hence a stronger and more *water-tight wall.*



Slap a small amount of Brixment mortar, and an equal amount of 50-50 lime and cement mortar, on a brick.



Wait a minute, then feel each mortar. You will find that the Brixment mortar stays plastic far longer than the other mortar. This proves greater water-retaining capacity.

LOUISVILLE CEMENT COMPANY, Incorporated
General Offices: Louisville 2, Kentucky
Cement Manufacturers Since 1830

Good Buildings Deserve Good Hardware



*Of Builders Hardware
and post-war building*

two things are certain

1

Good Buildings will deserve
Good Hardware.

2

You will be able to get depend-
able, authentic Corbin hardware
as soon as materials are available.

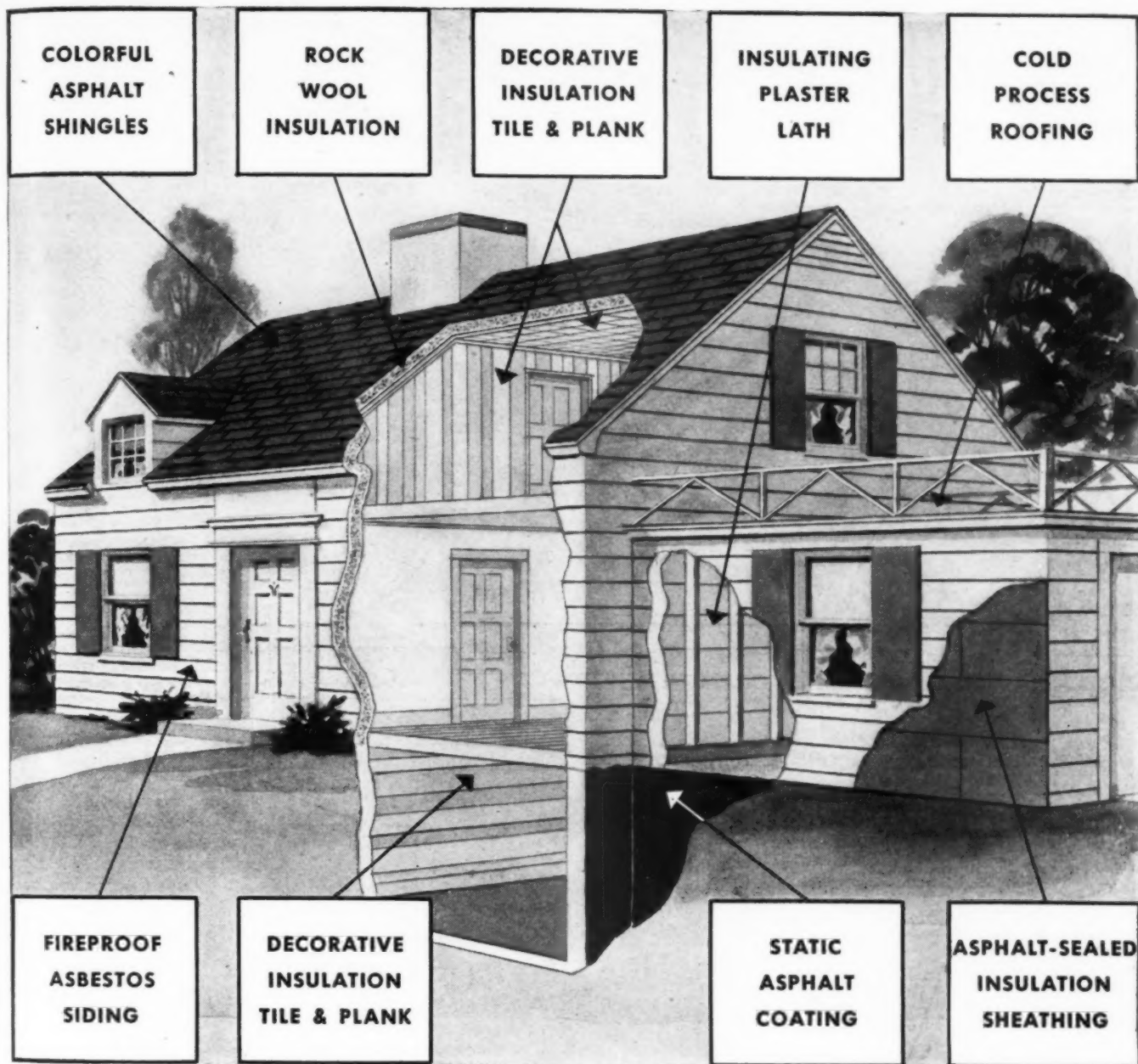
For the present

Let us work with you now on your V-Day projects
so that they may move ahead promptly. A Corbin
representative brings you the experience gained in
supplying good hardware for America's finest build-
ings for 95 years.

P. & F. CORBIN

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR

New Britain, Conn., Since 1849



Right from the Ground Up...

FLINTKOTE BUILDING MATERIALS

NEW materials, many of them untried... improved products... progressive design... advanced building methods... these are a few of the factors that will characterize post-war construction.

With many newcomers in the

field, it will be necessary to weigh relative merits and choose carefully among the building materials offered for sale.

With its program of continuous product improvement, Flintkote brings to every product, bearing its

name, the dependability and quality behind more than 40 years' leadership in the development and manufacture of building materials... materials that make American homes safer, more economical, more comfortable...*right from the ground up.*

THE FLINTKOTE COMPANY • 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

ATLANTA • BOSTON • CHICAGO HEIGHTS • DETROIT • EAST RUTHERFORD • LOS ANGELES • NEW ORLEANS • WACO • WASHINGTON

A black and white illustration of a hand holding a thick book. The book's cover features the text 'AMERICAN HEATING EQUIPMENT' and 'Standard PLUMBING FIXTURES'. The background is a technical drawing or blueprint with various lines and shapes. Several drafting tools, including compasses and a straightedge, are scattered across the top of the image. The overall theme is construction and engineering.

FOR VICTORY
BUY
UNITED
STATES
WAR
BONDS
AND
STAMPS

**AMERICAN
RADIATOR & Standard
Sanitary**
New York CORPORATION Pittsburgh

it will still be your guide to better

Heating and Plumbing Specifications

when construction again becomes
possible!

Lo the dawn of the plyfenallated plant
with trifoil durgins!



Are you double-talking... or straight-thinking about that building boom?

Industrial building experts say that many builders are just double-talking about that postwar building boom.

These builders seem to think thousands and thousands of up-to-date factories will be built simply because they are needed.

But down-to-earth building men are thinking and talking like Douglas Whitlock, President of

the Producers' Council, Inc., who says: "We by no means contend that forecasts will be realized automatically. There is much careful planning to be done."

Indeed there is. And to make sure *your* plans turn into plants, they must be *sold* to the kind of people who can help put them across: America's industrial executives, plant owners, managers.

These are the businessmen builders think of when they think of the readers of TIME

NEARLY HALF the businessmen who read **TIME** are executives or department heads, proprietors or partners.

And **TIME** is voted their first-choice magazine by the men who can directly do the most for the building field—by secretaries of 280 leading chambers of commerce—by leading realtors in 60 cities—by architects—by industrial

research engineers—by federal, state, and city planning commission members—by members of the Mortgage Banking Association.

No wonder advertising figures show that business and industry prefer to tell their own product stories to the management market—in **TIME**.



GATEWAY TO THE BUILDING MARKET



GAS  **RANGE**

YOUR CERTIFIED BUYING GUIDE

Every Gas Range bearing this trade-mark has been designed and constructed to comply with the specifications of the American Gas Association's Committee on "CP" Gas Ranges.

MAKES *Dream* KITCHENS *Real* KITCHENS

Women expect amazing developments in post-war kitchens — BUT they will want to know how this "dream" equipment stands up and performs. So they'll judge the kitchen by the cooking appliance—that's something they know about. That's why leading architects, builders and designers will specify and install Gas Ranges bearing the famous "CP" Seal. They'll be built to fit your streamline designs and to give finest cooking performance.

These matchless automatic "CP" Gas Ranges are built to meet the combined highest specifications of the entire Gas Industry and *tested* and *certified* by independent laboratories. No wonder these cool-cooking "CP" Gas Ranges

are a No. 1 "must" for your post-war homes. No wonder the "CP" Seal is every woman's buying guide.

For further information about "CP" Gas Ranges, ask your dealer, gas company or write, Association of Gas Appliance and Equipment Manufacturers, 60 E. 42 St., New York 17, N. Y.

• • •

These Leading Manufacturers Will Make Matchless "CP" Gas Ranges For You

A-B Stoves, Inc.
American Stove Co.
Caloric Gas Stove Works
Cribben & Sexton Co.
Detroit-Michigan Stove Co.
The Estate Stove Co.
Glenwood Range Co.
James Graham Mfg. Co.
Grand Home Appliance Co.
Hardwick Stove Co.
A. J. Lindemann & Hoverson Co.

O'Keefe & Merritt Co.
Roberts & Mander Stove Co.
Geo. D. Roper Corp.
Standard Gas Equipm't Corp.
The Tappan Stove Co.
Western Stove Co., Inc.

IN CANADA

Clare Bros. & Co., Ltd.
Gurney Foundry Co., Ltd.
Moffats, Ltd.

GAS

*Registered Trade-mark of the Association of Gas Appliance and Equipment Manufacturers

THE FLAME THAT WILL BRIGHTEN YOUR FUTURE

Install Panels of Insulux Glass Block

There's Money in it-for You!

Home Owners use panels of Insulux to brighten an entry way or to add cheerfulness and charm to a kitchen, living room, bedroom or bath.



Store Owners use panels of Insulux to flood salesrooms with softly-diffused natural daylight.



Building Managers use partitions of Insulux to transmit daylight from office to office.

Factory Owners use panels of Insulux to solve problems of light, temperature, humidity and dust control.

THERE'S a lot of remodeling work to be had, *right now*, right in your own community.

Why not get your share of this new business?

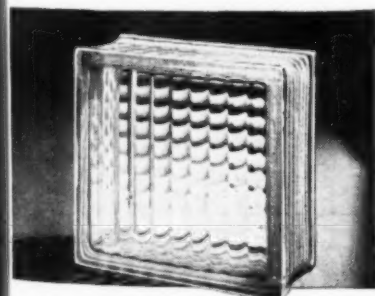
Insulux is available *now*. It is easy to install. And it is moderate in cost.

Talk with home owners, storekeepers, building managers and factory owners. Show them the advantages offered through the installation of panels or partitions of Insulux Glass Block.

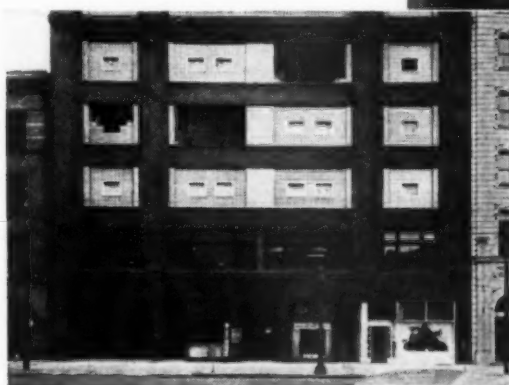
Panels of Insulux transmit light far better than ordinary windows. They guard against the infiltration of dust and dirt. They are fire-proof—non-combustible. They do not rot, rust or corrode. They are easy to clean—and to keep clean. And—they never need painting.

* Furthermore—they add to the attractiveness of any building.

By all means—get the facts! Send for the sash replacement booklet offered below.



Insulux Glass Block is a functional building material—not merely a decoration. It is designed to do certain things that other building materials cannot do. Investigate!



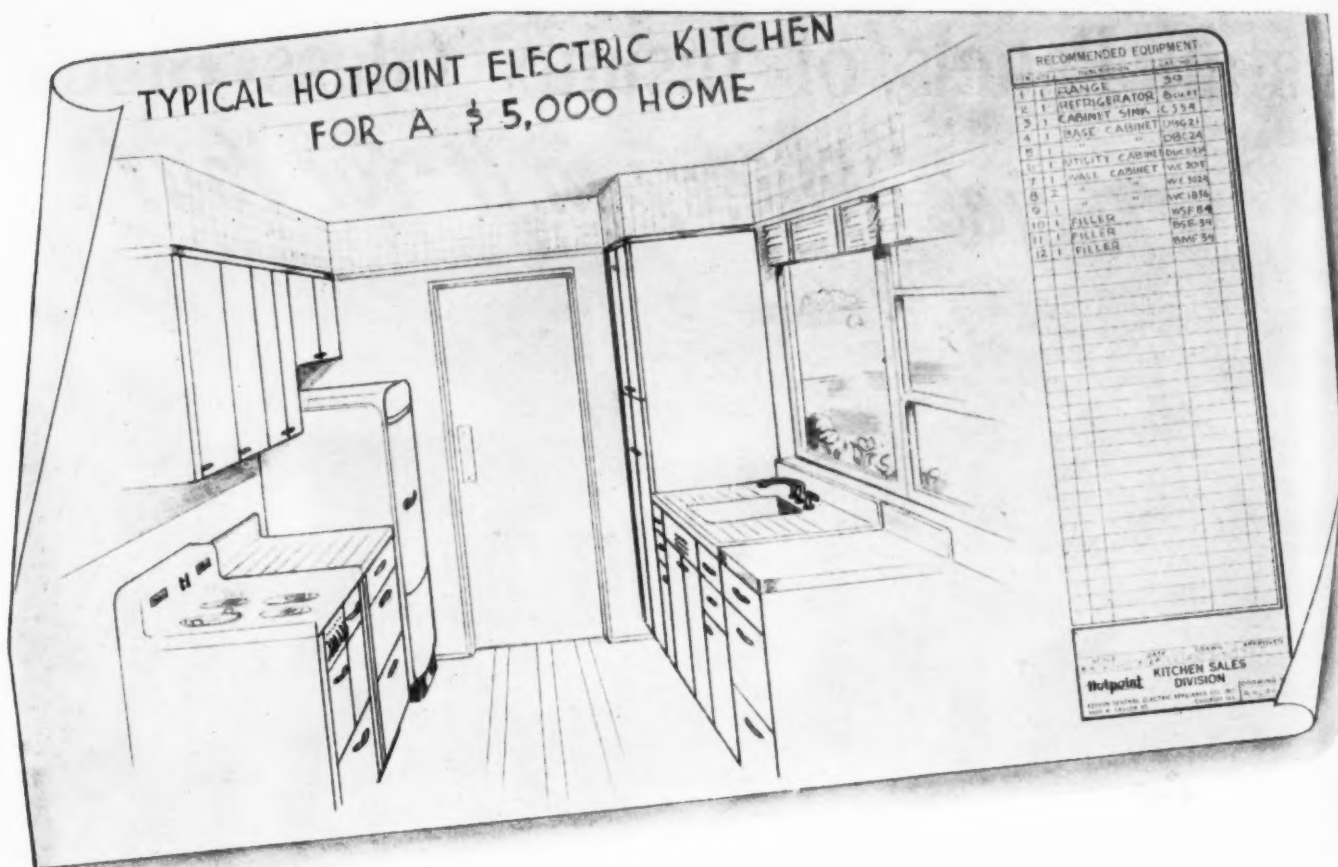
MAIL COUPON FOR FREE BOOKLET



OWENS-ILLINOIS GLASS COMPANY
Insulux Products Division, Dept. 106, Toledo, Ohio
Gentlemen: Please send me, without obligation, your booklet entitled, "Methods of Replacing Worn-Out Windows with Insulux Glass Block."

Name and Title _____
Firm Name _____
Address _____
City _____ State _____

OWENS - ILLINOIS
INSULUX
GLASS BLOCK



To Cash in on the Building Boom, Remember

77% of Postwar Homes will be priced for Electric Kitchens

THE Chamber of Commerce of the United States predicts that "more than seven out of ten postwar homes will cost \$3,000 or over." Homes in that price range can afford — are entitled to — electric kitchens.

A Home is as Modern as its Kitchen

Among the other indications of what women want are the thousands of letters in response to Hotpoint's offer of a home-planning file. They give intimate glimpses of Mrs. America's postwar planning—her insistence on having a Hotpoint Electric Kitchen and all the conveniences it means.

Gone are the days when women were satisfied with old-style unfurnished kitchens. This is the *electrical* age of wonders such as radar and television, and Mrs. America knows it.

The average family moving into a new home will need new kitchen equipment anyway. Old appliances in general are well

past replacement stage. Add irresistible sales appeal by showing *complete* Hotpoint Electric Kitchens, whether in plans or in homes for inspection by prospective buyers.

Authorities agree that from 3 to 5 times as many will modernize as will buy new homes. In modernizing, as in building, kitchens are of first importance.

In speculative building, the sales-appeal of modern electric kitchens speeds turn-over, reducing financing costs.

Hotpoint is Pre-selling Your Prospects

Through the war years, Hotpoint advertising has constantly promoted War Bond savings for postwar homes. That advertising is continuing, making more and more people want homes—and Hotpoint Kitchens. Make use of "Hotpoint Kitchen Planning Service." Edison General Electric Appliance Co., Inc., 5641 West Taylor St., Chicago 44, Ill.

In most states, all Hotpoint Kitchen equipment can be included in F. H. A. loan.

ELECTRIC **Hotpoint** KITCHENS

REFRIGERATORS • RANGES • WATER HEATERS • WASHERS AND IRONERS • CLOTHES DRYERS • AUTOMATIC DISHWASHERS • ELECTRASINK • STEEL CABINETS



INSULATION ALONE IS NOT SUFFICIENT

FOR THE WALLS OF TOMORROW'S HOMES

Because of new standards of heat control, tomorrow's homes must have walls with effective insulation.

But insulation alone is not sufficient. Air-conditioning, for instance, will create a serious problem in walls, unless safeguards are provided at the outset.

This problem is **MOISTURE WITHIN THE WALLS**. Tomorrow's homes should be so constructed that moisture condensation within the walls is reduced to a minimum.

The Approved Insulite Wall of Protection not only provides effective insulation, but, by its scientific construction, safeguards against internal moisture condensation.

The illustrations below explain, in general terms, the reasons. The blue-print drawings give interesting details of construction. As a builder, you'll be interested in the complete story. Write today for a free copy of "Scientific Facts" booklet, which quotes unimpeachable authorities.



OUTSIDE THE STUDS. Insulite Bildrite Sheathing. The large boards provide a wind-proofed, weather-tight wall. Bildrite Sheathing has a bracing strength four times that of wood sheathing, horizontally applied.

INSIDE THE STUDS. Sealed Lok-Joint Lath furnishes a second wall of insulation. The patented "Lok-Joint" provides a strong, rigid plastering surface, prevents joints from opening under trowel pressure.

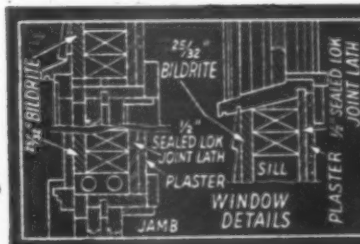
• • How moisture condensation is effectively minimized in the Approved Insulite Wall of Protection. Sealed Lok-Joint Lath, with asphalt barrier against the studs, effectively retards vapor travel. Bildrite Sheathing, being permeable to vapor, permits what little vapor escapes to pass naturally towards the outside.



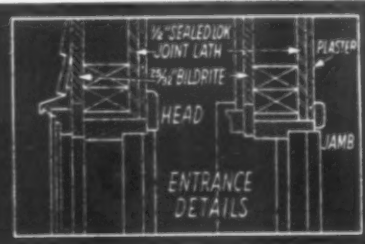
INSULITE
MINNEAPOLIS 2, MINNESOTA

INSULITE
Structural Insulation

MADE EXCLUSIVELY
FROM WOOD



WINDOW DETAILS. Fit Insulite insulation snugly around windows as shown, to effectively reduce heat loss, infiltration or condensation within wall areas. Insulation is provided around window weight pockets.



ENTRY DETAILS. Insulite properly applied aids in reducing air infiltration around door and window frames. Insulite covers areas around these frames which in ordinary construction may be left uninsulated.



YOUR JOHNS-MANVILLE REPORTER DISCOVERS A NEW INDUSTRY !

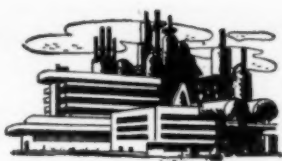
How a building material, through its indispensable service during wartime, became established as a product that will change many building practices when peace comes.

A SHORT TIME AGO I took a trip to one of Johns-Manville's big modern factories and uncovered a story of unusual interest to men in the building industry. Frankly, I was on the trail of the story of asbestos, and how it is used in the manufacture of many building materials with which you are familiar.

I saw the manufacture of Asbestos Roofing and Siding Shingles; learned of the many improve-

ments being incorporated in these products in anticipation of the post-war market.

I also saw the manufacture of Corrugated Asbestos Transite. The story of this product is a romance in itself. It has made a real contribution to our war program by protecting munition factories, ordnance plants, and many other types of buildings against the threat of fire.



But I found my big story in a product that has been more or less unsung during these war times . . . Johns-Manville Asbestos Flexboard. By good fortune, this product had "come of age" even before Pearl Harbor, and because of its proven fireproof and weatherproof qualities, large quantities were immediately demanded by the Army and Navy on high priority.

An Unusual Product

Let me describe this unusual product to you. Flexboard, made of asbestos and cement, is truly a flexible sheet of stone—fireproof, rotproof and rustproof . . . yet it can be worked with ordinary carpenter tools.

As I saw these large sheets, measuring 4 feet by 8 feet, and in thicknesses of 1/8" or 3/16", coming off the production line, I tried to visualize the many ways they would

Johns-Manville Asbestos Flexboard can be cut with an ordinary carpenter's saw, and nailed without drilling holes. Fireproof, rotproof, it never needs painting. It differs from ordinary asbestos cement boards in that it is hydraulically pressed to give it extra strength and handling qualities.



be used. Fortunately, the Superintendent in charge was a very friendly, cooperative fellow and I asked him a question—what he thought the future would hold for such an unusual product. As a good Superintendent, he immediately put me on the spot.

"If you want to tell the public of this product, you should see for yourself the job it is doing," he said. "The first place I suggest you go is Washington." That started me on one of my most interesting trips.

I Went to Washington

In our Nation's capital I saw many of the new office buildings required to house the thousands of war workers in over-expanded Washington. Conceded to be one of the most beautiful cities in the world, I wish you could see how Asbestos Flexboard has been used for the exterior walls of some of these new buildings. It has a pleasing

gray stone appearance that harmonizes beautifully with the architecture and masonry of those monumental buildings in Washington of which every American is so proud.



Flexboard Serves the Armed Forces

I toured the Army Camps. I saw Flexboard used as the interior and exterior walls of many buildings in our huge cantonments. In Army and Navy hospitals it has been particularly useful because of its sanitary qualities. Attractive in appearance, this asbestos and cement product provides a fireproof shelter, resistant to the ravages of weather, and one that assures a dry, safe interior within its rugged walls.

A Great Boon to Farmers

Next, I went to the fertile fields and broad farm lands. I saw spick and span dairy barns lined with Flexboard . . . its cleanliness doubly assuring the maintenance of sanitary conditions. I saw big hay barns, portable hog houses, brooder houses, and grain storage bins constructed with Flexboard.

I covered Main Street and our big metropolitan centers . . . saw Flexboard used in barber shops, garages and laundries; in cafeterias and theatre lobbies. I saw it in homes, offices and factories. And it will be used increasingly . . . for construction jobs where fireproof, weatherproof, durable surfaces are required.



The Shape of Things to Come

Americans are always quick to grasp new ideas. New techniques and materials developed during wartime will inevitably prove to be winners in post-war competitive markets. And that's why I think Johns-Manville Asbestos Flexboard offers building material dealers a new and outstanding opportunity for volume profit. A prefabricated sheet material to supply the need for the modern trend in design of many types of buildings—schools, community centers, factory buildings, farms and houses—Flexboard is the logical material to fit in with the functional need and design trends of the future. I went out to get a story on Asbestos—and I saw that . . . *another new American industry has been born.*

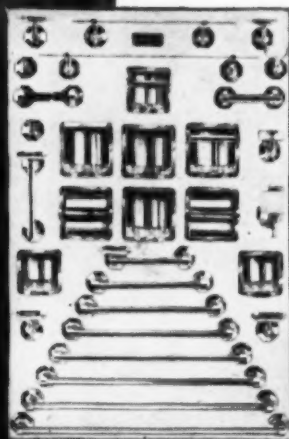


Tomorrow's Dream Home will have Gerity Chrome

● When the bride comes home in postwar tomorrow... there'll be smart new styles in Gerity Chrome to welcome her!

Tomorrow's accent on charm and practical features in home decoration will find widespread use of Gerity Chrome Accessories. They'll bring new long-lasting luxury to bathrooms... and "sugar and spice" freshness to kitchen!

Best of all—lustrous Gerity Chrome *keeps* its youthful beauty—it won't break, peel, check or tarnish.



NOTE TO 3000 GERITY DEALERS:

Check your requirements. You should be placing orders NOW for post-war delivery. Write today for full information about Gerity sales plans. Gerity-Adrian Mfg. Corp., Adrian, Mich. 101 Park Ave., N.Y.

Gerity

CHROME BATHROOM ACCESSORIES

Curtis
used t
kind's
charm
satisfy

With
line, y
dow f
home.
the fl
ment.



"ON THE BOARDS"—EVERYWHERE

MORE CURTIS WINDOWS



Curtis Silentite windows may be used to design several different kinds of bays to add variety and charm. Such windows, too, help satisfy the demand for more space.



More than ever, windows will be used in groups. Curtis stock windows—low in cost—easy to install—make such groups economical, even for the smallest homes.



Because the Silentite window line is so complete, you have more scope in planning modern window arrangements, such as this corner window. Wide variety of sash styles.



With the famous Curtis Silentite line, you can find the right window for every size and type of home. Here, large bay sash go to the floor—a very stylish treatment.

ARCHITECTS all over the country are doing some *practical* thinking about windows for post-war homes. That's why you'll find Curtis windows on the boards and in the post-war plans of so many architects. There are sound and compelling reasons back of this choice. Here are some of them:

1. The public wants more windows—and stock windows by Curtis offer the most practical means of meeting this need, at low cost.
2. The demand for a wider variety of window styles and sizes immediately points to the broad Silentite line—including windows for every need, every use, every home.
3. Tomorrow's windows must be weather-tight—and Curtis Silentite windows, made of wood (in itself an insulating material) provide scientific weather-stripping . . . low fuel cost . . . easy operation.
4. Through years of research, Curtis has become a natural leader in the window and stock architectural field. That is why architects look to Curtis for latest improvements.

Keep up to date on windows and stock architectural woodwork—with Curtis. Mail the coupon for valuable information.



CURTIS COMPANIES SERVICE BUREAU
Dept. AB-10-S, Curtis Building
Clinton, Iowa
Gentlemen: Please send me free literature on Silentite Windows and Curtis Stock Architectural Woodwork.

Name.....

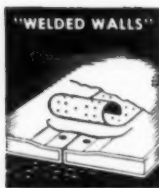
Address.....

City.....State.....

How Research Bumped Into a Blank Wall



SHEETROCK *Fireproof* WALL AND CEILING PANELS



Did U-S-G Research Men reach a "dead-end" when they came face to face with a blank wall? . . . Not at all, because that's exactly what they set out to find . . . a system that combined Sheetrock* wall and ceiling panels into one continuous surface . . . where joints became notably conspicuous by their absence.

The advantages of Sheetrock fireproof wall and ceiling panels are well known. With their use, interiors go up on the "double-quick" . . . no waiting for decorating—wood trim may be ap-

plied immediately. These points have been demonstrated through twenty years and more of use.

The treatment of the joints was the one remaining problem to be solved. That became a thing of the past with the Perf-A-Tape* System of Joint Concealment . . . not only are joints concealed but "welded" together so securely that the joints are stronger than the Sheetrock panels themselves.

Continual research and new developments, proved in practice with an eye to the future, have kept Sheetrock well in the lead, as the most widely used gypsum wallboard in the world.

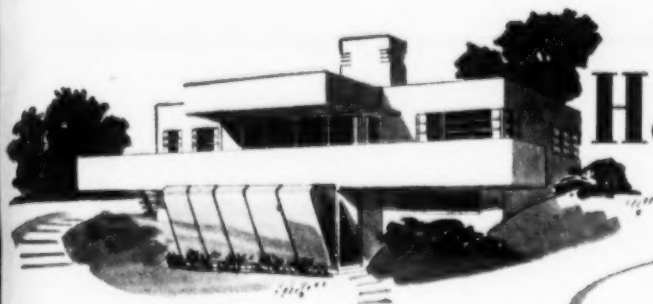
*Trademarks Reg. U. S. Pat. Off.



UNITED STATES GYPSUM

Manufacturers of Building and Industrial Products Since 1901

GYPSUM • LIME • STEEL • INSULATION • ROOFING • PAINT



How to plan owner satisfaction and make money



Harold H. Ehlert, Detroit architect, has planned owner satisfaction in a new Hillside Home, pictured here. He has combined the modern with a transitional design and has transformed the basement area into an attractive, livable recreation room, with clean, convenient Timken Silent Automatic Heating.

You can plan owner satisfaction in heating in every home you build by including in your specifications thrifty, dependable Timken Silent Automatic Products. And you can make more money doing it.

Write us today. Let us tell you why it will be to your advantage to work with Timken Silent Automatic in the postwar period.

Remember, Timken builds equipment especially designed for small homes. The Timken Wall-Flame Burner is the only power burner capable of operating efficiently, dependably and quietly, at firing rates as low as 1/3 of a gallon of oil per hour (a basic requirement in economical heating for small homes).

Timken also offers strong factory sales and service co-operation, and complete selling and advertising helps. All Timken products are backed by consistent magazine and newspaper advertising, and extensive direct mail activity.

New and improved Timken Silent Automatic Products for home heating, air conditioning and water heating will be announced as soon as wartime restrictions are removed.

TIMKEN

Silent Automatic

**Quality Home Appliances—
for Comfort, Convenience and Economy**
Division of THE TIMKEN-DETROIT AXLE CO., Detroit 32, Michigan

IF IT'S FRIGIDAIRE—IT'S DEPENDABLE

*"The fine performance of
our Frigidaire Refrigerators
means a lot these days"*

Frigidaire is proud of the performance record of the millions of Frigidaire products, made in peacetime, now serving so dependably under wartime conditions.

To continue to make Frigidaire products America's first choice is our goal for the future. The fulfillment of our plans must await Victory. But one thing is certain! There will be more and better Frigidaire products for more people—and in their making, more jobs for more men!



FREE Wartime Booklet— for All Refrigerator Users



Wartime conditions are placing heavier and heavier demands on refrigerators. That's why everyone who owns or uses a refrigerator (regardless of make) should read "101 Refrigerator Helps"—recently published by Frigidaire. It's a 36-page booklet of suggestions on the wartime use and care of refrigerators. It's available, free, to individuals also, in quantities for distribution to tenants. Ask your local Frigidaire Dealer, Distributor or Branch Office. Find name in classified Telephone Directory; or write Frigidaire, 344 Taylor St., Dayton 1, Ohio. In Canada, address 199 Commercial Rd., Leaside 12, Ontario.

Listen to
GENERAL MOTORS SYMPHONY OF THE AIR
Every Sunday Afternoon, NBC Network

LET'S ALL BUY MORE WAR BONDS



FRIGIDAIRE
Division of
GENERAL MOTORS

DAYTON 1, OHIO, AND LEASIDE, ONTARIO

Peacetime Builders of

ELECTRIC REFRIGERATORS • RANGES • WATER HEATERS
HOME FREEZERS • ICE CREAM CABINETS
COMMERCIAL REFRIGERATION • AIR CONDITIONERS
BEVERAGE, MILK, AND WATER COOLERS

KNOCK-OUT

by Pass & Seymour
POCKET-SIZE MINE

★ Pocket-size, but powerful enough to knock out the heaviest enemy tank—a multi-purpose weapon developed by the engineers of Pass & Seymour in cooperation with the Onondaga Pottery Company and Army Ordnance.

★ A soldier can carry a number of these powerful destructive mines. Smaller and lighter in proportion to power than any weapon heretofore produced, this mine contains a new type firing means also designed and produced by Pass & Seymour. And thanks to the skill and precision of our workers, it has Sure-Fire effectiveness against enemy machines and installations. For two years our three plants have been working on this new weapon, also on fuzes for the recently announced non-metallic mine.

★ In addition, our production of electrical wiring devices has been expanded to meet the demands of Army Engineers and the Navy. A large share of the warships, submarines and landing craft built for the Navy program are provided with new Pass & Seymour products made to Navy specifications.

P&S

PASS & SEYMOUR, INC. SYRACUSE 9, NEW YORK

PRECISION-MADE WIRING DEVICES

The experience gained in the manufacture of special wartime products will be reflected in the many advancements that will distinguish the post-war design of Pass & Seymour electrical equipment.

Consult the P&S Wiring Device Catalog for your requirements—send for an up-to-date copy today.



Balsam-Wool DATA SHEETS—YOURS FOR THE ASKING!

BECAUSE you like to keep up to date on insulation . . . because you want a convenient, authoritative source of application data . . . you'll want these Balsam-Wool application data sheets. Prepared by Wood Conversion Company, pioneers in the field of sealed insulation, they represent the latest research . . . embodying hard-to-get data. These data sheets are yours without cost or obligation. Just mail the coupon for your set!

Balsam-Wool APPLICATION DATA SHEET SEC. D No. 1

BALSAM-WOOL ATTIC INSULATION APPLICATION

1 LOUVER
1-A

2
2-A

3
3-A

4

5 LATH

BALSAM WOOL Sealed Insulation installed in the attic will reduce and will effect cooler, more comfortable living quarters during hot summer months. Full efficiency of Balsam-Wool can be assured by (1) proper installation, (2) sufficient ventilation of attic space between insulation and roof. The importance of ventilation is discussed in Data Sheets, Sec. E.

Where there is no immediate need for attic space apply Double-Thick Balsam-Wool between floor joists, Fig. 1. Since it may be difficult in existing homes, to fasten the end of the blanket to the wall plate, it may be tucked in as shown in Fig. 1-A. In new homes Balsam-Wool may be applied from below, in which case the blanket ends are sealed to the plate with fibre cleats. Where attic space is to be used, Double-Thick Balsam-Wool may be installed as in Figs. 2 or 3. When the blanket is applied to the rafters provide an unobstructed opening between the insulation and roof for circulation of air.

Proper construction at intersection of knee wall with floor is shown in Fig. 2-A. If the entire attic floor has previously been insulated, remove a floor board and tuck a small piece of Balsam-Wool between the floor joists, Fig. 4, to prevent heat loss and a cold attic floor.

When Balsam-Wool is installed between rafters, as in Fig. 3, the ends of the blanket should be sealed to the plate. In new construction this is easily accomplished. However in existing buildings it may be difficult, so the blanket should be cut extra long and ends tucked tightly into the joint space, Fig. 3-A. If the Balsam-Wool flanges are not to be sealed to the framing members with interior finish or flooring, apply wood lath stripping, Fig. 5, to prevent heat loss and escape of moisture vapor into the attic space.

WOOD CONVERSION COMPANY
First National Bank Building
Saint Paul, Minnesota

BALSAM-WOOL Products of Weyerhaeuser

NU-WOOD Products of Weyerhaeuser

- High Thermal Efficiency
- Built for Permanence
- Non-Settling
- Flame-Proof
- Wind-Proof
- Moisture-Proofed

WOOD CONVERSION COMPANY
Dept. 119-10, First National Bank Bldg.
St. Paul 1, Minn.

Gentlemen:

Please send me set of application data sheets.

Name

Address

City State

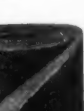
Balsam-Wool

SEALED INSULATION

- | | |
|---------------------|---------------------|
| 1. WINDPROOF | 4. LASTING |
| 2. MOISTURE-PROOFED | 5. NON-SETTLING |
| 3. FIRE RESISTANT | 6. HIGHLY EFFICIENT |



BALSAM-WOOL • Products of Weyerhaeuser • **NU-WOOD**



Better Salability—WITH EASY-TO-OPEN WINDOWS

Fenestra Steel Windows click with home buyers. They mark your houses as up-to-date and show buyers that the windows you have chosen do *all* that windows should do.

They always open easily, never warp, stick or bind . . . they add beauty both inside and out . . . larger glass areas provide more daylight . . . ventilators swing out to catch the breezes . . . both sides are safely cleaned from inside the room . . . low-cost screens are

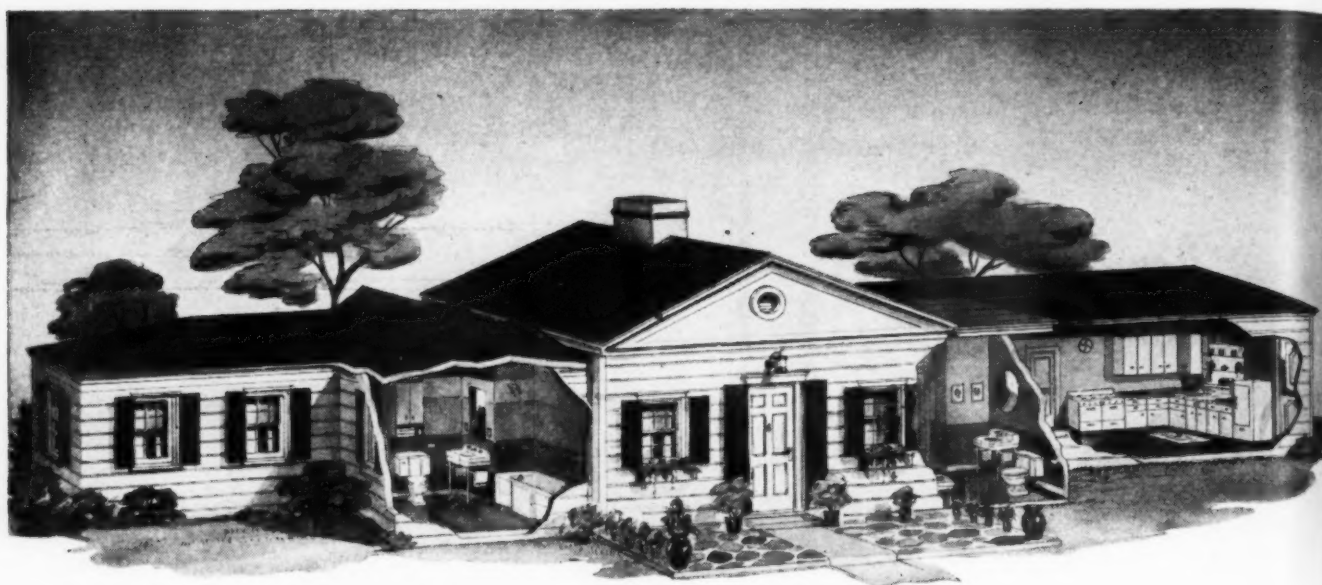
attached quickly, safely, inside . . . low-cost storm sash save heat dollars, reduce condensation and insure winter comfort . . . Fenestra Windows are low in cost, cost less to install.

Fenestra Residential Windows will be available after our wartime job is done. Our postwar line has already been determined, so you can plan now. Detroit Steel Products Company, Dept. AB-10, 2260 East Grand Blvd., Detroit 11, Mich. Pacific Coast Plant, Oakland, California.

A RIGHT WINDOW

Fenestra
STEEL WINDOWS

FOR EVERY ROOM

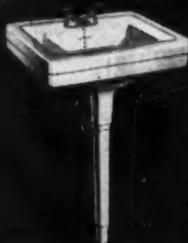


Crane BATHROOMS AND KITCHENS CAN HELP YOU SELL MORE HOMES

EQUIPMENT AVAILABLE NOW



CE 19-563 COTTAGE SINK



CE 597-V NORWICH
LAVATORY



CE 11-004 HANOVER CLOSET



CE 3015 CONSERVOR BATHTUB

AMERICA has been on a starvation diet of new homes since 1941. Surveys show that one of the things uppermost in the minds of Mr. and Mrs. America today is home ownership. They have the money to satisfy this desire as soon as home construction is possible.

Crane bathrooms and kitchens can be strong selling arguments for the homes you are planning to meet this market. Whether you expect to build simple Cape Cod bungalows or homes in the upper brackets—you will find in the complete Crane line of tomorrow, fixtures at every price range to suit every requirement.

Mr. and Mrs. America—who expect a better postwar home—have expressed a preference for Crane plumbing fixtures. Why not put this recognition of Crane quality to work in your homes? . . . it will increase sales value and help you sell more homes.

For today's essential construction, Crane has developed a line of quality fixtures made largely of non-critical materials. These are available now—without priority. Talk to your plumbing contractor or call your Crane Branch.

CRANE

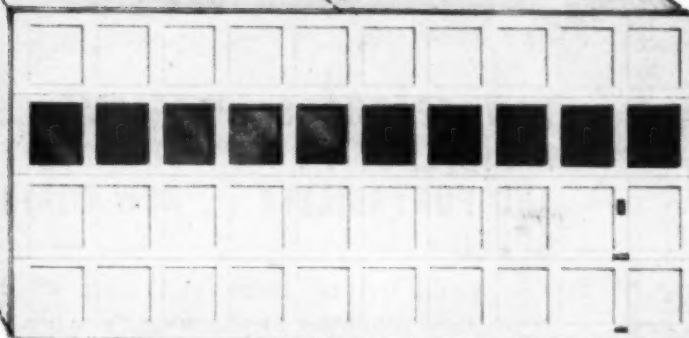
CRANE CO., GENERAL OFFICES
836 S. MICHIGAN AVENUE, CHICAGO
VALVES • FITTINGS • PIPES
PLUMBING • HEATING • PUMPS

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS



HERE'S OUR SLANT

Here is a standard Crawford Door—full width for two-car garage. Fits pleasantly, unobtrusively into many architectural styles. Its basically good design is supplemented by durability and ease of operation. Engineered by Crawford specifically for two-car opening. Glass area may be wood panels if desired.



on the
"HOME FRONT"
of
TOMORROW...

Crawford
UPWARD - ACTING
DOORS

Residential Garage Doors
Commercial & Industrial Doors
Hand or Power Operated Doors
Craw-Fir Doors

What will the new postwar home look like? We've seen many conjectures, some far-fetched and fanciful, but, being realistic about such matters, our slant is that there will be no startling revolutions. The pleasant and familiar styles—American Colonial and Farmhouse, French Provincial and the English Countryhouse—are too well liked to disappear overnight.

And, so, as we project our engineering plans for new postwar Crawford Doors, we remember that many of them will be required to fit into the graceful styles that wear so well.

Naturally, we are exploring new materials and new techniques and in this we are inspired by our success in converting our entire production to the making of important, high-precision aviation parts. When we re-convert, we will take advantage of every new idea that proves its merit on the basis of improving the quality, appearance and performance of our product.

As always, our first objective is to produce superlatively fine, good-looking, easy-operating doors. It is not too early, now, for you to correspond with us concerning *your* postwar door needs. Your inquiry will be given our immediate attention. Crawford Door Company, 401 St. Jean, Detroit 14, Mich.

OFFICES
CHICAGO
S • PIP
G • PUMP
ONTRACTOR



**NEW FEATURES, PERFORMANCE,
EFFICIENCY . . NEW DURABILITY
AND PORTABILITY . . NEW MIXING
SPEED**

Yes, you'll get all these and more in the WONDERS available to you soon. You'll need this kind of equipment to **MAKE MONEY** in the surge of **POST-WAR** building and remodeling.

Expect great improvements in CMC equipment when peace comes — you won't be disappointed. Wonder Mixers have led the small job Mixer parade for more than a third of a century and new models will be backed by the "know how" of this experience — plus a top record for service with Uncle Sam during the war years.



GET ADVANCE INFORMATION NOW!

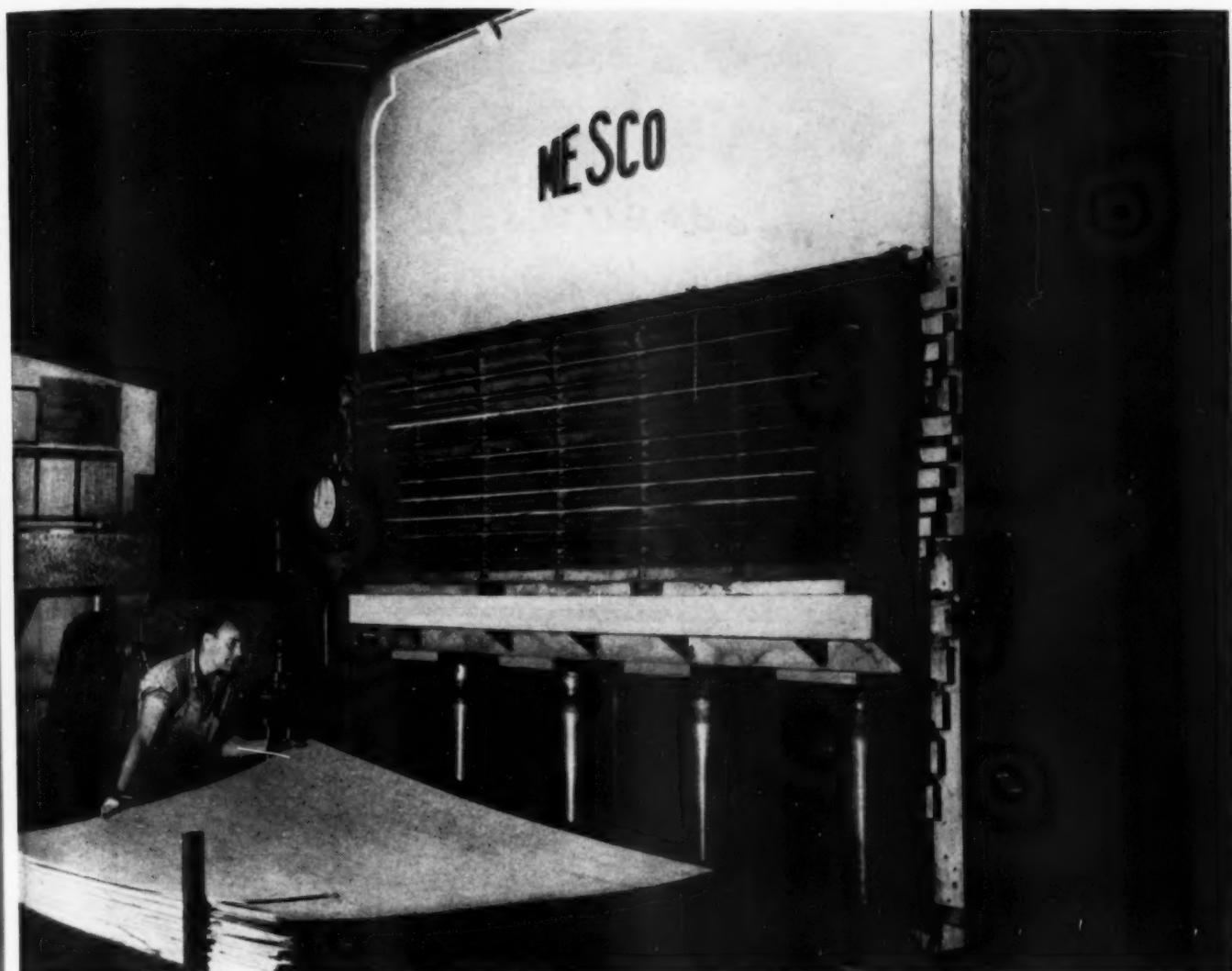
**CONSTRUCTION MACHINERY CO.
WATERLOO • IOWA**

Watch



For the Latest in

**PUMPS . . MIXERS . . CON-
CRETE GUNS . . BATCHING
AND PLACING EQUIPMENT
. . HOISTS . . POWER SAWS
. . CARTS AND BARROWS!**



Construction Starts Here

... YES, the workers who operate and control this giant "hot press" play an important part in construction of better homes, farm buildings, commercial structures in all parts of the nation. For they are manufacturing high-performance APCO plywood. In turn, these engineered panels . . . in peacetime, past and future . . . make possible more livable, more durable homes and a host of usable, attractive buildings.

Rigid manufacturing specifications, workmen with "know how," precision machinery and select materials are combined to produce APCO Douglas fir plywood that pleases builders on every job.

Today, APCO plywood is available for essential war jobs only; once military needs lessen, it immediately will serve private builders again.

ABERDEEN PLYWOOD

MANUFACTURERS OF HOT PRESS DOUGLAS FIR PLYWOOD



Corporation
FOOT OF ALDER STREET
Aberdeen, Washington

Speed was needed...

LEHIGH EARLY STRENGTH supplied it



Flight Hangar, Buffalo Airport,
Cheektowaga, N.Y. Contractor:
Poirier & McLane Corporation.

• With cold weather around the corner, this giant hangar had to be completed in 120 days. That's why the contractor used Lehigh Early Strength Cement in the trusses. It provided the quick curing required to avoid sudden freezing, and the quick strength needed for prompt removal and re-use of forms. Also it eliminated the necessity for heat protection.

Lehigh Early Strength Cement makes a finer, denser concrete. And it takes only one or two days to equal the strength that normal cement acquires in seven days—an important fact to keep in mind when planning your construction work for the cold winter months that lie ahead.

The Lehigh Service Department will gladly furnish particulars.



Builders' News Review

Latest Washington developments—News of the National Association of Home Builders and Local Associations



LAUD NIXON'S PROGRESS WITH CONVENTION AND CONTEST PLANS

Directors and the War Emergency committee members of the N.A.H.B. approved two proposals at their quarterly meeting in Washington to increase both attendance and home design entries for the January convention and exposition in Chicago.

They backed George F. Nixon's appeal for each director and committee member to bring a quota of members and okayed his announcement that chapters would be accorded special recognition for the percentage of their builders who are registered in Chicago.

They also voted to go along wholeheartedly on his proposal that each one make at least one entry in the home design contest.

One important action was the extension of the registration date for home designs from September 20 to October 10. This was done to permit the participation of architects who desire to show that they, as well as builders, know how to put emphasis on living qualifications of prospective occupants of their houses. Architects must submit their designs through members.

Eighty-three national manufacturers and several national trade associations in the building material, equipment and allied industries have signed contracts

(Continued to page 129)

OFFICIALS TALK —UNOFFICIALLY

The business of government being what it is, facts, opinions and leads often can be picked up in Washington and published, so long as the source is not revealed. This department will give such information of that sort which is interesting to builders.

In the matter of facts, you may take our word for it that the source is reliable. If opinions are offered, that shall be clearly indicated.

Informed business sources here state that the orders are out at WPB to release everything from controls, as quickly as possible after V-E Day that will not hold up the finish of the Japanese war; that the orders came directly from the White House. Some of the skeptics consider it mere election pap,

(Continued to page 128)

PROFESSOR SAYS POSTWAR HOMES NOT TO BE MIRACLES

Postwar American homes will be built of brick, stone and wood, and there will be no drastic changes in building styles, according to the Head of Penn State's College of Architecture, B. K. Johnstone.



James F. Bonnell

American Builder Introduces Builders' News Review

WITH this issue *American Builder* inaugurates its new Builders' News Review department, prepared in Washington by James F. Bonnell, newly appointed Eastern Editor. By means of this editorial coverage, *American Builder* hopes to keep its readers better informed and better prepared to face peacetime problems.

Editor Bonnell brings to his post a sound knowledge of the home building industry and a wide acquaintance with building news sources. He will welcome significant news items for inclusion in this department.—THE EDITORS

LOCAL CHAPTER HIGHLIGHTS

Chicago

The Name's the Thing—The Metropolitan Chicago Home Builders Association has changed its name to "Chicago Metropolitan Home Builders Association," to get that word "Chicago" out there in front where it belongs.

The Association also announces the appointment of Martin W. Huggett to the post of Executive Secretary, to replace Milton M. Bowen, called to Cleveland by other business interests. Mr. Huggett was formerly with the Chicago FHA office, as Chief Priorities Examiner. (We wonder if he'll find time for his other duties in addition to the jobs imposed on him in answering such questions as: "You used to handle these, fellow; what does this blankety-blank line here mean?")

Chicago Builders Call H2 Program a Misfit

"It is reported that a \$7500 selling price will be allowed. A \$7500 house should not be restricted to the household equipment and utilities that now govern war housing. Air conditioning and modern heating systems, an abundance of electrical outlets and equipment, suitable plumbing fixtures and brass base fitting, to say nothing of well seasoned lumber, are all a logical part of the \$7500 package.

"It is evident that F.H.A. does not look upon the program with a great deal of favor since it has excluded the loans from Title II insurance, lest they endanger the security of its mutual mortgage insurance fund.

"This throws the mortgage insurance into Title VI where the maximum insurable loan is \$5400, making it necessary for a purchaser to lay down \$2100, if a net ceiling of \$7500 is observed or \$2350 where an allowable financing charge is added to the sale price as is the custom in this area. Few builders could take on a sizable project under the above set-up and hold one-

(Continued to page 77)



ERIC JOHNSTON ADDRESSES BUILDERS' CONFERENCE

Sounding the keynote of importance of the vital part that home builders must play in the transition and postwar period, Eric A. Johnston—the dynamic, young president of the U.S. Chamber of Commerce, addressed the National Association of Home Builders of the U.S. at their Fall Conference in Washington, September 25th. His talk on "New Horizons for the Construction Industry" imbued with a new faith in private enterprise the hundreds of outstanding home builders from every section of the country.

Eric Johnston's convincing message for private enterprise constituted a definite industry statement. In addition to his presidency of the U.S. Chamber of Commerce—and wide leadership in postwar problems, as evidenced by his recent visit with Stalin in Moscow—he is a manufacturer of electrical parts and of brick and tile products, so has more than a casual interest in home building.

TEN WEAK SPOTS IN PUBLIC HOUSING

As Outlined By

WILLIAM J. GUINAN,
Executive Director,

*Builders Association of Metropolitan
Detroit*

1. It is a method of dispensing public charity which is not subject to the usual prudent controls of government in dispensing relief to the poor and needy.
2. It does not clear slums, because it treats symptoms and ignores causes.
3. It attempts to substitute arbitrary legislation for education, in effecting social and economic reform.
4. It is a dishonest form of concealed taxation.
5. It tends to change our present system of government to state socialism by making the citizen dependent upon the state, rather than the state dependent on the citizen.
6. It rewards waste, penalizes thrift, destroys personal initiative and stifles ambition.
7. It substitutes unbridled bureaucratic red tape and waste for efficient private enterprise, controlled and supervised by an impartial and non-competitive governmental umpire, and, in addition thereto, stifles private competition.
8. It creates and nurtures the growth of a new class consciousness.
9. It has created a vast new form of political patronage in the form of a housing body which has already rooted itself in every state in America.
10. It is a public confession of government inefficiency and failure.

DOROTHY ROSENMAN GIVEN LAUGH BY THE NEW YORKER

THE NEW YORKER wittily takes Dorothy Rosenman, Chairman of the National Committee on Housing, to task for her recent magazine article dealing with postwar "miracle" homes.

Quoting the article to the effect that kitchens may be dispersed all over the house, and "nonchalance will have reached the peak when, during a tea party, the hostess casually reaches into the desk drawer to baste a chicken;" and that a "sixteenth century commode," rigged up, will contain an electric mixer and materials for baking—"all except butter, milk and eggs, which in postwar days will be found in the cold chest in the radio cabinet."

The New Yorker has much fun. The article cited the possibility of zippered walls, movable at will, so that one could "start with five rooms, decide to give a big party, move out the walls of four rooms, and have one grand time," and winds up with the suggestion the public may not know what it wants.

The New Yorker knows, however, it wants power-driven furniture, in order that the peaceably inclined host may be able to move out of the way of his traveling walls. It, along with the rest of us, wants more sensible thinking by those in a position to influence postwar wants in the housing field. Most needed, perhaps, is a refresher course in the fundamentals of physics and bookkeeping—and a realization that the charming kaleidoscopic movements of a Metro-Goldwyn-Mayer screen production can not be achieved in a home for which its owner is paying at the rate of \$40 per month.

NAHB CAMPAIGN GAINS WIDE COOPERATION

National Consumer and Professional Publications Devote Big Space to Help Builders Debunk "Impractical Miracle Home"

The extensive publicity campaign widely sponsored by the National Association of Home Builders of the U. S., to "debunk" the various exaggerated ideas of the public concerning the postwar "Miracle" Home, has brought favorable comment from many fields.

Such publications as Business Week, Advertising Age, Tide Magazine and others in the field of advertising and merchandising, have praised the campaign editorially and have congratulated the Association upon its broad vision in instituting such a fine educational effort.

Other advertisers and organizations have put their shoulder to the same wheel, in giving further

dimensions to this publicity. The Washington Post, for example, is preparing a series of messages "debunking" all sorts of postwar illusions—with special emphasis upon the "Miracle" Home.

American Forest Products Industries, Inc., have in preparation a series of 15-minute radio transcriptions entitled "Tales of the Woods," which will be given extremely wide circulation via radio and in educational channels through the U. S. Office of Education. One entire playlet transcription entitled: "Be It Ever So Humble," has been designed to feature the "Miracle" Home debunking idea.

(Continued to page 129)

LOCAL CHAPTER HIGHLIGHTS

(Continued from page 75)

half of the units for rent. Few would care to venture if all could be sold, taking the chance of finding buyers with \$2350 in cash to lay on the line.

"Two things could and should be done to make the program attractive: increase the maximum mortgage under Title VI to 90% of \$7500, namely \$6750 and relax the critical list and the war housing construction standards to such an extent that a house of enduring value and salability can be constructed."

Baltimore

Beats public housing costs by \$1,147.23 a unit.—On the ground that private builders could not supply the required housing at rental rates which Negro war workers could afford, FPHA has recently awarded a 600 family public housing job in Baltimore for such occupancy, to be erected at a unit cost of \$5,147.23, exclusive of land costs, architects fees, overhead charges. On an adjacent tract, a private builder is completing some 300 units, at an overall cost of approximately \$4,000 per unit, and in full compliance with priority and OPA rental regulations.

Philadelphia

Will Revise Code—Philadelphia's Mayor Samuels has appointed a committee to consider possible changes in that City's building code in keeping with advances in design, engineering construction and materials. Also in prospect is a rewrite job on those sections of the code which are obscure and require it. The Home Builders Association of Philadelphia and Suburbs has been invited to give the committee the benefit of its members' experience and suggestions.

Cleveland

Constructive, Forward-Looking Action.—The Home Builders Association of Greater Cleveland is on the march with its "one-time call" for financial support in this, the most crucial year in private home building's history.

With a goal of \$50,000 set, and contributions and pledges rolling in, the Cleveland organization's aim is to promote home ownership and defeat public housing, to set up a Home Planning Institute Fund which will serve both the public and its own membership with information, advice, typical price range plans and standard forms of contract and specification, provide a sustaining and a working capital promotion fund, for the Association. High in its list of objectives is the instilling of public confidence in the home-building industry, encouragement of the average family to take that big lifetime step of buying or building a home, and protection against unscrupulous building practices.

(Continued to page 78)

Cortright's Column

By Frank W. Cortright

Executive Vice-President, National Association of Home Builders of the United States



Many industries increasing Washington representation—

Now that there is an early possibility of reestablishing a Watch On The Rhine—The Watch On The Potomac is being reenforced by private enterprise interests. This watch by businessmen eager to resume their normal activities clearly indicates a lack of confidence in bureaucracy's assurances of free action. A deep distrust of the self-perpetuating ambitions of war-borne agencies is increasingly apparent. The beneficent interest of government in extending regulations and controls beyond emergency needs, and the very real possibility of government competition, is giving many industrialists the shakes. This is in no way lessened by the rapidly accelerating power of CIO's influence upon government through its Political Actions Committee.

Fear of continuing controls is particularly well founded. As contrasted with most industries whose products are expendable or readily disposed of, the builder-owner of war housing finds himself continuing to own the product of his war effort. The maximum rental and sale prices are rigid and were set without adequate allowance for ever-increasing production and carrying charges. Furthermore, he is faced with a number of continuing OPA, FHA, NHA and WPB restrictions limiting occupancy, ability to sell, ability to increase rental or sales prices, and most recently inability to secure protection against wilful breach of his rental contracts. F-DAY—when builders will be Free to liquidate this investment totalling billions of dollars, or handle it in accordance with normal market procedures, now seems a long ways off.

Will restrictions be relaxed after V-E (Victory in Europe) Day? Although acting WPB Chairman Krug has taken the stand that there should be no programming for civilian production, there are two definite schools of thought in high governmental places. At the moment the No-Control group has the better of it and their thinking is about as follows: 1) Shortly after Germany takes the final count (some government circles look for the end to come by October 31) the building restriction order L-41 would be entirely repealed. 2) From then on until the defeat of Japan there would still be priorities for construction of military importance—mostly housing and plant facilities on the West Coast. 3) Non-military construction, however, could proceed without let or hindrance to the extent that materials and manpower were available.

A more cautious group believes it will be impossible to remove all of the controls at once. Those who take this view—and it may dominate final decisions that lumber will still be short—believe construction must be programmed for a time to insure that limited supplies are not pre-empted by less essential work or hoarders. Thus a modified controlled program is envisaged under which public services and moderate-priced housing would be favored over other categories.

Other unfavorable factors must be taken into consideration in attempting to appraise the situation realistically. Some elements in the building material industry are apprehensive over the chaos that would follow the sudden removal of the construction ban. They fear that in the general grabbing for materials that would ensue they would experience difficulty in obtaining component parts for their production and would be forced to slow down their operation. Also it is felt that the Army and Navy would be less willing to lower their stockpiles after Germany falls if there should be an abrupt lifting of controls.

(Continued on page 126)

Building Trade Unions & Employing Contractors Demand L-41 Removal

Immediate removal of L-41 was asked by the joint Labor-Management Committee of the Building and Construction Trades Council and the Building Trades Employers' Association in session in New York City. Citing figures to show that 120,000 of the 150,000 building trades workers in the New York City area were presently unemployed in the industry, the committee went on to point out that large stock piles of all materials, exclusive of lumber, are accumulating and might best be turned over to the construction industry.

The expected cutbacks in other industries in which construction workers are now employed, the committee said, will leave many workers "on the streets overnight, looking for a job at what they know, which means construction," unless steps are taken now to assure a flow of materials that will encourage private industry to line up construction jobs. Private industry won't make commitments for survey and design, according to the committee, until it has assurance that it can function freely, and without the continuance of the "strangulation" of L-41.

LOCAL CHAPTER HIGHLIGHTS

(Continued from page 77)

Dallas, Tex.

Godfrey named Sec'y of Dallas Home Builders. Grover A. Godfrey, former state president of the Associated Salesmanship Clubs of Texas, for the past three years public relations director for Ben E. Keith Company, has been named executive secretary of the Dallas Home Builders Association, an affiliate of the National Ass'n of Home Builders, of the U. S. Chamber of Commerce and Dallas Real Estate Board. Hugh Prather, president, announced Saturday.

The organization, recently formed, includes as members hundreds of residence builders of Dallas, material dealers and their salesmen.

Members of the executive committee are: J. B. Cozzo, Wiley Roberts, E. Pollard Simons, M. M. Frost, George W. Lingwiler and Avery Mayes.

New York City

Slum Clearance Cleanup, But with Two Baths.—Slum clearance with a vengeance is in the plans of New York City's Housing Authority. In a recent announcement of prepared plans for thirteen publicly financed projects to start within a year after the war's end—and to cost some

HELP!

One of the functions of these news pages is to act as a clearing house for information on the activities of local builders' groups all over the country. We can't keep the items up to date or interesting without your help. Let us know what you're doing, won't you, in a business or recreational way? Send the dope to Paul H. Bolton, Director of Publicity, care of the National Association of Home Builders, 1737 K Street, N.W., Washington 6, D.C.

\$119,000,000—it was stated by John Riley, development engineer, that three of the projects would be ready to start "if the war should end tomorrow." These new ventures will bring New York City's publicly-housed population up to 130,000 people; approximately the entire population of Albany, the State's Capital.

But most interesting part of the story was the peep it gave into the possible future plans of the public housers. Certain of the larger apartments—slum clearance, of course—will have two baths. No mention was made, but the boys are probably making arrangements for an extra maid's room, valets who will "sleep in," and some sort of walk-the-dog service.

St. Louis, Mo.

St. Louis Guild Organizes State Council. Under the aggressive leadership of President Ralph Duke, the St. Louis Builders Guild is doing a vigorous job of organization to meet local and state problems.

The first step was the organizing of all local factors in St. Louis including the lumber and material firms, real estate dealers, bankers and mortgage institutions, Producers' Council and others.

This has been followed by the organization of the Building and Construction Institute of Missouri. Duke is chairman of the operating committee of the Builders Guild and also chairman of the Institute and is also secretary of the National Association of Home Builders.

In order to combat public housing, "miracle home" propaganda and other matters threatening the home building business, Duke feels all the building factors in a community and state must get together. At a meeting last month 25 representatives of the various building organizations in the state gathered to work out an active policy which all the member groups, representing some 20,000 people will support.

Oakland, Cal.

Private industry does it again!—Reports from the West Coast indicate that San Lorenzo Village, the largest privately financed home-building project in the United States, is nearing completion. Located in Metropolitan Oakland, California, the 1400 unit single family job is under the direction of NAHB Director Dave Bohannon, with two large banks supplying the mortgage insurance under FHA guarantee.

Washington, D. C.



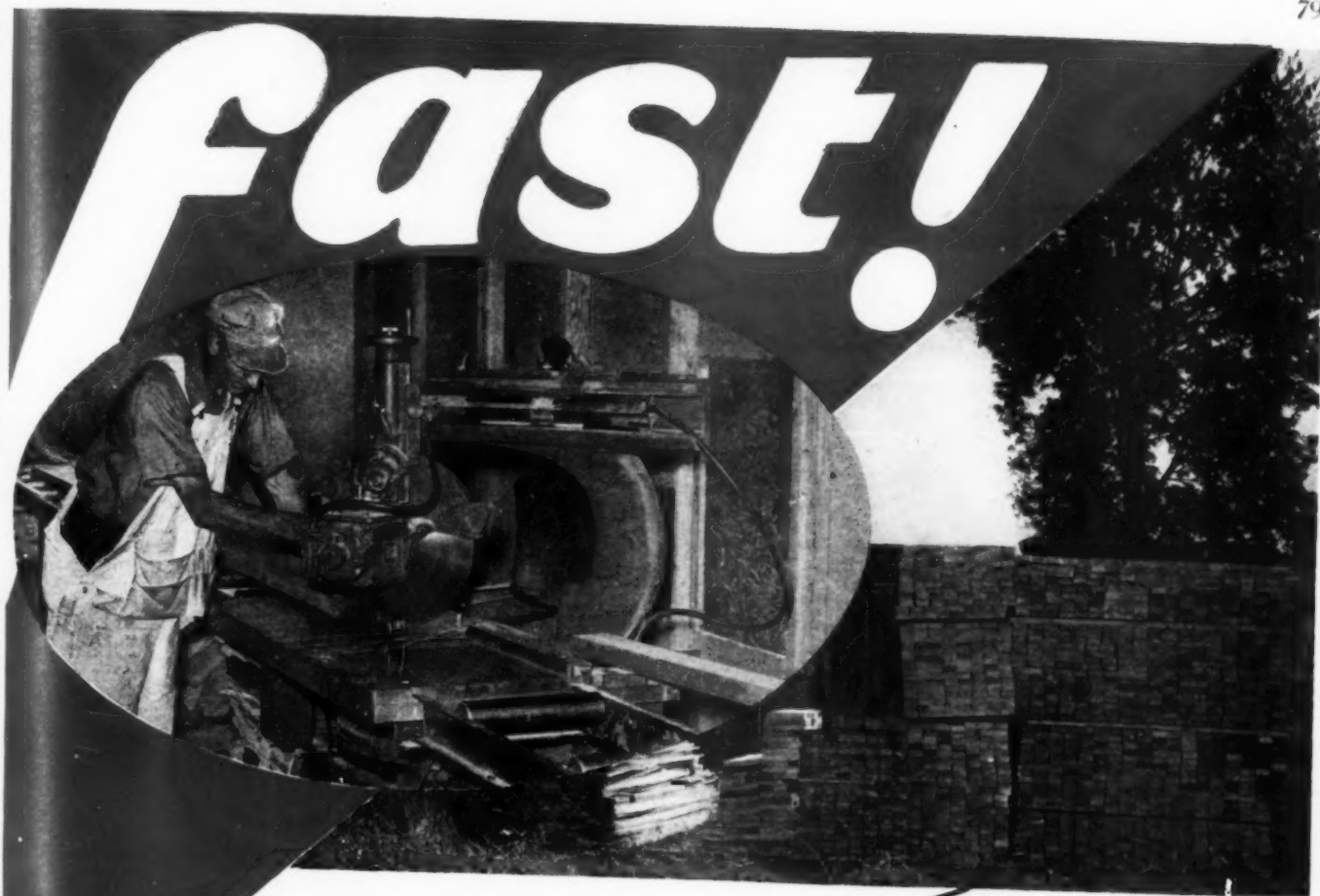
Private enterprise eats!—The more than 250 members and guests of the Home Builders Association of Metropolitan Washington who attended are still talking about and licking their chops over the HBA's recent annual Barbecue at O'Donnell's Griffith Farms. Most of them have salted away in their scrap books some of the candid camera shots taken that day (see above), and reprinted in HBA's well-done monthly magazine. Barbecued chicken, spareribs, and country fried ham were among the palatable potables, but the feature, from what we hear, was roast pig, done over hot hickory wood coals and based with famous Uncle Joe's secretly made "soption" formula—all of which later appeared walking throughout the grounds, as one gourmand put it, in the "form and shape of happily stuffed builder."

Cooperation asked—and granted.—The Home Builders Association of Metropolitan Washington has been asked and has agreed to assist the National Industrial Conference Board, with headquarters in New York City, in a survey the Board is making on slum clearance. The outstanding work of the Home Builders Association on slum clearance in the Capitol came to the Board's attention, and it is the present purpose to brief, study, and use throughout the country wherever practicable, the considerable studies and surveys which HBA and others brought out in evidence before the Senate's Burton Subcommittee, which dealt with the subject in Washington.

gain!
indi-
e, the
home-
states,
ed in
ornia,
is un-
rector
large
insur-

The
quests
on of
o at-
e and
BA'S
Don-
them
scrap
nera
rove),
done
ecued
fried
e po-
at we
r hot
with
made
ch la-
at the
it, in
ppily

anted.
on of
been
t the
rence
New
ard is
out-
lders
n the
atten-
se to
t the
the
veys
t out
Bur-
with



MONARCH UNI-POINT RADIAL SAW

Job sheet		Work	Time
286		rafters notched	1 1/4 hrs.
2000		studs (2x4)	5 hrs.
24		stair stringers	4 hrs.

Here's one example of Uni-Point performance, and, this is no unusual record, just typical Uni-Point production, assured in advance, because Uni-Point design permits the elimination of many time consuming machine adjustments. For example: cutting both angles of rafter notch with one stroke—six or more rafters at a time. Actually, the cutting time on eight rafters is 8 seconds.

Another example: 714 rafters (two different angle cuts on one end, third angle cut on other end) 3 angle cuts on each rafter, 7 hours, or 300 cuts per hour with two machines and four men.

Such speed, always combined with absolute accuracy, is Uni-Point's regular routine. Its guaranteed greater production is vital to you in the coming building boom.

Why not get full details now and be prepared?

Send for Catalog 60.



MONARCH
UNI-POINT RADIAL SAW

AMERICAN SAW MILL MACHINERY CO.
60 MAIN ST.
HACKETTSTOWN, N. J.

Established 1903

Radial Saws

Saw Bands

Sand Saws

Jointers

Planers

Saw Mill Machinery

FORD

Stainless Steel Moldings

No. 256-SS
 No. 750-SS
 No. 620-SS
 No. 522-SS
 No. 791-SS
 No. 631-SS
 No. 2-173
 No. M-120
 No. M-125
 No. 739-SS
 No. 692-SS
 No. N-79
 No. S-100
 No. K-109
 No. Y-5
 No. T-201
 No. N-76
 No. T-200
 No. N-75
 No. O-152
 No. N-77
 No. T-202

FORD METAL MOULDING CO.
 has adequate stocks of Stainless
 Steel edgings, overlap and insert
 nosings, wallboard sections, tee
 mouldings, channels, coves, an-
 gles, snap-on mouldings. Also
 preformed stainless steel sink rims
 of channels, straight face nosings,
 and edgings.

Write for NEW CATALOG showing complete line Wall, Floorcovering, Table and Sink Top Mouldings

FORD METAL MOULDING CO.

329 EAST 45th STREET

NEW YORK CITY

AMERICAN BUILDER *Editorial*

HANG TOGETHER—or assuredly we shall all hang separately

THE end of the European war brings the building industry face to face with the most serious problems it has ever faced—problems that can hardly be solved any other way than by collective action, political and otherwise.

Let us take a quick look at these problems:

1. Quick conversion?

Will home building get the “go ahead” signal—an immediate end to programming, allocations, priorities and detailed controls from Washington?

We do not know. But we do believe that unless the leaders of this industry take vigorous action, many irksome and unnecessary controls *will be continued* in the name of “orderly reconversion.” In fact, Dorothy Rosenman’s National Committee on Housing has just recommended that NHA “be prepared to continue allocating materials and granting priorities during the period of transition.”

2. Will we have a U.S. housing dictator?

One of Congress’ first jobs will be to establish a national housing policy and determine whether all housing and finance agencies shall be under one head. The Senate Taft Committee is holding hearings on this subject and NHA administrator Blandford has already recommended that NHA be made permanent. The National Committee on Housing also recommends establishment of “one permanent national housing agency to uni-

fy all of the activities of the Federal government in housing.”

Do builders want FHA to continue to be subservient to NHA? Unless they make themselves heard that is what they are likely to get.

3. Will public housing get materials first?

For some time there will be an acute shortage of materials and men. Will private builders remain inactive while powerful public agencies grab off the cream of quickly available surplus stocks? Or will public housers dominate the nation’s housing policy from now on?

The answers to these questions are in the hands of Congress. Congress will determine our future housing policies, and powerful, concerted building industry action will be called upon to make the private enterprise viewpoint known.

4. Will highways get first call?

A vast public roads program and equally vast public works program is being planned. Are not homes, factories, stores and other *productive* construction enterprises entitled to first precedence. Surely homes are more important than highways at the present time. Yet the highway lobby is well organized and very powerful and at present the home building industry has nothing to compare or compete with it.

5. Will screwball predictions and wild-eyed publicity of miraculous things to come hold back a sound building program?

NEEDED: A National Homes Council and Institute to bring all building groups together for ACTION.

AMERICAN BUILDER proposes formation of a National Homes Council to represent all groups in the home building industry. An important auxiliary would be a Home Institute to encourage better building and home ownership on a national scale. All interests concerned with home building would be invited to join. Leadership should come from the following:

National Association of Home Builders
National Retail Lumber Dealers Assn.
National Assn. of Real Estate Boards
Producers’ Council, Inc.
U. S. Savings & Loan League
Mortgage Bankers Association
American Institute of Architects
U. S. Chamber of Commerce

Certainly the public has been led to expect wonderful and perhaps impossible things. It is a natural instinct for people to want and expect important improvements. These they will undoubtedly get, *but an aggressive, nation wide propaganda program is needed to clarify and define the kind of progress to be expected.*

6. *Will automobiles, radios, and luxury items absorb the buyers' dollars?*

It is entirely possible that automobile, radio and other luxury items will get into production before home building. Will these luxury industries take the bulk of the consumer's dollar?

What is needed is a nation wide promotion and advertising campaign to stimulate interest in home ownership and in better building. This multi-billion dollar industry can well afford to have one national group to head up such a program. The many interests involved in home building have ample funds if used properly to compete in an advertising way with the automobile, radio or any other industry.

These are only a few of the major problems that now confront this industry. *American Builder* believes that co-operative action is necessary to meet them. We urge the setting up of a National Homes Council to represent and speak for the entire industry. Affiliated with this council would be a Homes Institute which would engage in education, advertising and promotion of home ownership and better building.

This would be the private enterprise answer to public housing. The national organization would have a local counterpart in every town where building organizations exist. The essentials already exist. Individual groups throughout the building industry are well organized. All they need to do is get together to form a permanent National Council.

The National Association of Home Builders has already pledged its co-operation with other building groups. It is engaged in a fight to meet the problems we have listed. But builders alone cannot do this job. To be specific the National Homes Council should have representatives of the following: National Retail Lumber Dealers Assn., National Association of Real Estate Boards, Producers' Council, Inc., U. S. Savings and Loan League, Mortgage Bankers Assn., American Institute of Architects, U. S. Chamber of Commerce.

The leaders of these organizations are the leaders of the home building industry. By uniting in a permanent, well financed, aggressive National Council, they can mobilize the best potential power of the home building industry to do the job that lies ahead.

And let us not forget another well-known quotation of Benjamin Franklin's in addition to the one which heads this editorial, namely: "They that give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety."



A Job-Creating Program Calling For Co-Operative Action by All Building Men

- 1.** Make employment in job-creating enterprise the first objective of all future government and business policy.
- 2.** Abolish L-41 and end immediately all programming, allocations, priority controls, restrictions on size and type of houses. Abolish rent and price control on new houses. Continue price control of materials **ONLY** as long as necessary to prevent runaway inflation or a sharp rise in home costs.
- 3.** Free "risk capital" of stifling tax burden, thereby encouraging more builders to get back into job-creating business.
- 4.** Remove production curbs on manufacture of home materials and equipment, thereby encouraging quick use of new and improved products for better houses.
- 5.** Build homes first, not highways, post offices or political public works that do not pay their own way.
- 6.** Release surplus and salvage stocks quickly to private enterprise projects for distribution through normal channels available to small building firms.
- 7.** Continue strong, independent FHA. Permit savings and loan associations to make 90 per cent non-FHA loans. Develop long term, low cost farm finance plan to help farm building.
- 8.** Establish higher standards of design, subdivision layout and control, zoning and local building standards—but not dictated from Washington.
- 9.** Do away with labor union obstructions on new products, methods and equipment. Revise obsolete codes, rid industry of price fixing and all other restraint on building progress and technological improvements.
- 10.** No public housing to be built while shortage of materials and labor exist and private enterprise does maximum production job. Any later public program to be directed at housing conditions in slum areas where private enterprise is unable to operate. Congress should set national policy on basis of encouraging maximum home and job production by private enterprise.
- 11.** Start building 500 model or experimental homes now in communities throughout the country. These would stimulate public interest, correct false "miracle home" thinking and give needed testing of methods, materials and buyer reaction.
- 12.** Organize a National Homes Council and Institute to speak for all branches of the home building industry, promote greater home ownership, stimulate better building.

Do We Need a Federal Agency to Control All Home Building?

Will Congress see fit to establish a super housing agency to dictate from Washington the planning of peacetime housing for every city, town and hamlet in America?

American Builder is far from convinced of the need for a permanent over-all housing agency. We have studied the recommendations to this effect, made by groups of widely varied interests. Always in the background we harken to the sound of an axe being ground.

We cannot see, for example, why FHA should not now be free to carry on where it left off when war struck. Has FHA not made an enviable record in the peacetime business of insuring home mortgages? Moreover, has not FHA paid its own way and made money? When such a rarity is found in government, why should it be saddled with the burden of contributing to the cost of maintaining a super agency to direct its operations?

Congress created FHA. Why should not Congress deal directly with the creature of its own creation? Why should Congress delegate its law-making powers, entrusted to it by the voters of this democracy, to a super agency separated from the will of the voters by the easy-to-abuse power of executive appointment?

Likewise Congress should treat directly with the two other principle agencies dealing respectively with home financing and public housing,

the Federal Home Loan Bank Board and the Federal Public Housing Administration.

If this policy is strongly enough recommended to Congress, these agencies will be enabled to report direct to their boss—the representatives of the people, as is intended under the system of government by which we are supposed to be ruling ourselves.

If this were the practice of Congress today, these three main agencies would not be precluded from making independent recommendations to Congress on the subject of an over-all agency—as they were recently. We refer to the following specific case in point:

On June 1, 1944, John B. Blandford, Jr., Administrator of NHA, the temporary super agency of war housing, appeared before the sub-committee on housing and urban redevelopment of the Senate Committee on Postwar Economic Policy and Planning. Blandford was accompanied by Abner H. Ferguson of FHA, James Twohy of FHLBB and Philip M. Klutznick of FPHA, representing the three principle housing agencies which were temporarily made constituent parts of NHA for the war period.

(Continued on page 134)

The action of these Senators can shape the future housing policy of America!

HEARINGS are now being held by the Senate Sub-committee on Housing and Urban Redevelopment of the Special Committee on Postwar Economic Policy and Planning. This is the committee before which John B. Blandford, Jr., NHA administrator, recommended that his agency be made the permanent super housing agency.

This sub-committee is constituted of the following seven Senators: Robert A. Taft, Chairman, Joseph H. Ball, Dennis Chavez, Allen J.

Ellender, Robert M. LaFollette, Jr., George L. Radcliff and Robert F. Wagner.

The decision of this group of senators will go far in shaping the program of the Special Committee which has charged it with making recommendations on future housing legislation.

If you wish to express your ideas on what controls should or should not be exercised over future housing in America, you should direct them to this Committee now.



Prompt, plentiful postwar scenes like these require restriction



Robert P. Gerholz, President, NAHB

ACTION X-DAY

Robert P. Gerholz, NAHB President, demands green light for building, end to obstructive planning and programming

X-DAY is at hand!
The Home Builders of America want ACTION now—not red tape. ACTION; FULL STEAM AHEAD; not programming, procrastination, postponement, and wasteful delays—the tools of the stratospheric planners.

We don't give a hoot if the planners, with NHA playing host in the ivory tower, go on making the studies and surveys and graphs and charts that seem to fascinate and satisfy them. But we *do* demand that, while they are doodling, we be given the green light to use cement and brick and stone and steel and wood and pipe and wiring and bulldozers to build urgently needed homes for the American people. And we *PRAY* that we may turn back to the bookkeepers the fountain pens and the carbon paper; that we may deliver to the salvage drives the P-55s and other forms in quintuplicate; and that we may take up in their stead the saw, the trowel, the hammer and equipment we know how to use!

The private homebuilding industry has been a bound giant, tied by war-induced restrictions, and secured tightly with red tape and regulations. He must now be freed

from his bonds. Tied, he will be a Caspar Milquetoast on a leash; freed and given his head, he can and will be the power that will go far to resolve our potential unemployment problems and help to stabilize our National Economy.

It is the orderly—but speedy—removal of the shackles that will do the trick. They must not be kept on one instant longer than necessary. They must not be kept on while the planners, Government or otherwise, add and subtract and shuffle their figures (or gaze in the crystal ball), to “determine” that so many houses of so much floor space each shall be allocated for building in such and such a community, and be sold—or rented—for so much money.

They must not be kept on while returning ex-service men, demobilized members of the military, and laid-off war workers seek employment. They must not be kept on while private funds bulge the vaults of our banks and insurance companies for lack of proper and sound investment outlets. They must not be kept on while manufacturers of building supplies, equipment and home appliances, eager to convert to all-out peacetime production,

striction

et toast
will be
unem-
ational

hacks
one in-
cept on
dd and
crystal
o much
n such
-for so

service
laid-off
be kept
ks and
invest-
manufac-
appli-
uction,



removal, government co-operation. ACTION—not graphs, charts, paper programs. RE-EMPLOYMENT demands the end of REGIMENTATION

hesitate and delay in their go-ahead plans for fear of the artificial hamstringing of the building markets wherein their goods must be sold. They must not be kept on while American families, old or newly-formed, seek the new homes for which they have been saving and sacrificing.

They must not be kept on when they have served the purpose for which they were imposed, and their continuance will act as a brake upon the potential momentum of one large and important segment of private enterprise. They must not be kept on for their own sweet sake.

Therefore, subject always—but only—to the condition that final victory shall not be delayed thereby, the Home Builders of America demand:

1. Materials: From what sources? From present inventories; let the building industry go after and use these existing items, as other industries have been permitted to do. From the supply coming available (including surplus crating lumber) due to the cutbacks that result from end of the European war. From materials not now needed by the military. From the demolition of those "temporary" housing projects that, it was promised, would be torn down when the urgent need for them was past. Presumably it will be, in at least some localities, when the sloughing off of war contracts sets in.

2. Removal of the "square foot area" limitation of the size of a house and the number of feet of lumber that may be used therein. Possible continuation of a form of restriction—for the duration of the lumber shortage only—which will allow a builder to use so many thousand board feet of lumber in proportion (and a reasonable proportion) to the total floor area of his structure, but will allow him to use it as he sees fit, and to exercise his ingenuity in the matter of substitutes to make the lumber go as far as possible.

This relaxation is an absolute necessity. Mortgage money, FHA-insured or otherwise, will not come out to cover those "grey" houses—such as are authorized under the H-2 program—which are neither the gleaming "white" of peacetime building nor the acknowledged "black" of war housing. (Many of the "grey" houses will be obsolete, due to space and material restrictions, shortly after—and even before—they are occupied.)

(Continued to page 132)

For private home building to roll in high, produce postwar jobs, we must have QUICK ACTION as follows—

1. Make building materials and equipment available to home builders by use of existing stockpiles and by channeling "recovered" quantities into home building.
2. Remove "square foot area" limitations on home construction so that mortgage money will be attracted to the housing field by an offer of the decent, long-term sort of security it has a right to expect.
3. Remove price controls from building supplies and equipment as soon as danger of runaway inflation on costs of these items has passed.
4. Continue rent controls on existing housing units only until supply and demand show signs of meeting; avoid all sales price and rent controls on new housing to be built.
5. Release manpower not needed in war plants and encourage its return to the housing field.
6. End unnecessary, obstructive and time-wasting programming activities of NHA.

War's End Calls For Strong Bu



NAHB EXECUTIVE COMMITTEE in session at Chicago: Left to right—Ralph S. Duke, Joseph Meyerhoff, Frank W. Cortright, Peggy O'Neal, Robert P. Gerholz, Joseph E. Merrion.

Affiliated Builder Associations

Birmingham, Ala. Chapter.....	215 Comer Bldg.
Peninsula Gen. Contractors Asso.....	Burlingame, Calif.
Southern Calif. Chapter.....	Los Angeles
Asso. Home Bldrs. of Alameda Co.....	Oakland, Calif.
Marin Bldrs. Asso., Inc.....	Sausalito, Calif.
Asso. Home Bldrs. of San Francisco.....	Hearst Bldg.
Denver Asso. of Home Bldrs.....	302 Patterson Bldg.
Home Bldrs. Asso. of Metro. Wash.....	Washington, D. C.
Ft. Wayne, Ind. Chapter.....	4322 Tacoma Ave.
Indianapolis Home Bldrs. Asso.....	3800 E. 62nd St.
Metro. Chicago Home Bldrs. Asso.....	228 No. La Salle St.
New Orleans Chapter.....	235 N. Peters St.
Home Bldrs. Asso. of Maryland.....	Baltimore
Worcester Master Home Bldrs. Asso.....	13 Reed St.
Bldrs. Asso. of Metro. Detroit.....	1503 Dime Bank Bldg.
Lansing Home Bldrs. Asso.....	No. Hagadorn St.
Saginaw, Mich. Bldrs. Asso.....	1300 No. Ames St.
Home Bldrs. Div. of R.E. Bd.....	Kansas City
Builders Guild of St. Louis.....	457 No. Kingshighway
Niagara Frontier Bldrs. Asso.....	Buffalo
Rochester, N.Y. Home Bldrs. Asso.....	718 Genesee Tr. Bldg.
Better Bldrs. Asso. of Onondago.....	Syracuse
Home Bldrs. Asso. of Cincinnati.....	7341 Parkdale
Bldrs. Asso. of Greater Cleveland.....	15207 Kinsman Rd.
Ohio Home Bldrs. Asso.....	Cleveland
Columbus Home Bldrs. Asso.....	42 E. Gay St.
Montgomery Co. Bldrs. Asso.....	Dayton, Ohio
Toledo Bldg. Cent. Asso.....	320 Colton Bldg.
Oklahoma Home Bldrs. Asso.....	Oklahoma City
Tulsa Home Bldrs. Asso.....	303 Tulsa Bldg.
Portland Home Bldrs. Asso.....	607 Wilcox Bldg.
Home Bldrs. Asso. of Phila.....	Market St. Natl. Bk. Bldg.
Home Bldrs. Asso. of Allegheny Co.....	Pittsburgh
Houston Chapter.....	525 Kress Bldg.
San Antonio Chapter.....	911 Travis Bldg.
Salt Lake City Chapter.....	321 Ness Bldg.
Tacoma Home Bldrs. Asso.....	780 Commerce St.
Milwaukee Chapter.....	740 N. Plankinton Ave.

THE home builders of the country at last have found a spokesman, and across the breadth and length of the land their voice is being heard—and heeded. Heard, because it is a powerful voice, coming as it does from the National Association of Home Builders, some five thousand of them, large and small, and among them the top-flight creators of the homes where Mr. and Mrs. America live. And heeded, because the things it is saying make *sense*, a commodity even scarcer than lumber in the housing business today.

This isn't the work of one man or of one group of men. It is the work of many men, who have given of their time and talents and vision and money to raise home builders to their true status in the National picture. Credit must be given to the hardy "pioneers" who took up the fight, and also to the untiring efforts, perseverance and the good old American "know-how" of the Association's Executive Secretary, Frank Cortright.

The simple figures—30,000 privately built homes in World War I as contrasted with 1,150,000 privately financed units in this war period—speak for themselves. For it was only the constant hammering attack of NAHB that gave the private builder anything approaching a fair shake.

The history of NAHB is a story first of builders *themselves* forgetting their private differences and merging into one strong national group to fight the battle of all.

The present organization is the result of the merger of the Home Builders' Institute and of the National Home Builders' Association. One by one practically every city, county or state association of home builders in the country has affiliated, so that today the national association speaks for builders large and small throughout the country.

The present directorate includes top officials of both former organizations, and is made up of well-known home builders who, even under present trying conditions.

(Continued to page 134)

g Builders' Group to Meet New Problems

By James F. Bonnell
Eastern Editor

National Association of Home Builders Defines
Objectives—Plans Vigorous Action

OFFICERS OF NAHB

Robert P. Gerholz, Flint, Mich.,
President
Joseph E. Merriam, Chicago, 1st
V.P.
Frank W. Cortright, Washington,
Executive V.P.
Ralph S. Duke, University City,
Mo., Secretary
Joseph Meyerhoff, Baltimore, Treas-
urer

Regional V. P.'s

David D. Bohannon, San Fran-
cisco
Franklin Burns, Denver
C. Earl Colomb, New Orleans
M. L. Girsh, Upper Darby, Pa.
Wilburn K. Kerr, Columbus, Ohio
Morris Macht, Baltimore
Thomas McIlvaine, Cincinnati
George Miller, Detroit
Waverly Taylor, Washington, D. C.
Fred J. Walsh, Chicago

NAHB OBJECTIVES

- 1—The continued construction of war housing when and where it is required.
- 2—The most efficient utilization of all war housing—both privately and publicly financed—to insure its maximum benefit to the war effort.
- 3—The relaxation of L-41 to permit civilian housing as soon as direct war needs for materials and manpower permit—thus relieving the housing shortage, supplying employment, and securing the momentum necessary to quickly meet the full postwar housing assignment.
- 4—The continued close co-operation with labor, finance, production, distribution, brokerage, and government to the end that all obstacles limiting the quantity and quality of residential construction be eliminated.
- 5—The removal of the shackles of bureaucratic control and red tape as rapidly as is proper under war.
- 6—The elimination of government competition in the housing field through positive private enterprise methods of supplying low cost housing for the lower income group.
- 7—The sale of permanent public war housing to private enterprise and the demolition of temporary war housing at the earliest moment consistent with war needs.
- 8—Informing the public that the postwar home will be a greatly improved pre-war home, but will not be a "Miracle Home."
- 9—The encouragement of home ownership through the reduction of local real estate taxes.
- 10—The stimulation of a vast program of residential construction by freeing risk capital of its heavy tax burden.
- 11—Encouragement of new dimensions in long term stabilization of home values through improved community planning and adequate maintenance.
- 12—The production of better housing at the lowest possible cost through research and improved techniques.

Ample Funds Ready



GHQ of Home Finance

THOUSANDS of local financial institutions are "ready to go." In photo above Builder Joseph Wasielewski (standing) is seen at office of the Northwestern Savings & Loan Assn., Chicago, conferring with John P. Grzemaki, secretary of the Association (left), and Mr. & Mrs. Harrold Robb, prospective buyers.

Finance Groups Announce Readiness to Co-operate With Builders to Speed Home Construction of All Types.

WHEN the green light for private home building is given there will be more money available to finance it than at any time in the nation's history.

Not only that, but money will be available on more liberal terms, at low interest rates, and longer payment periods than ever before.

As far as home finance is concerned, the building industry is in an extremely strong position.

Conditions today are far different than they were at the close of the last war. Today the long-term amortized mortgage is universally accepted. Twenty and twenty-five year mortgages are not unusual. Interest rates of 4 per cent or lower are probable. Lending institutions of all types are overflowing with funds which they are anxious to put into sound home investment.

The Federal Housing Administration, without further legislation, is in a position to start out properly to resume the excellent work it was doing before the war.

More significant, however, is the fact that the 3500 active Savings and Loan institutions of the country which have always performed the bulk of home finance, have taken a new and vigorous attitude towards the problems of the builder. This has been made doubly clear by the recent announcement of the new US Loan Plan proposed by the Post-war Savings and Loan Program Committee of the U. S. Savings & Loan League (see July *American Builder*). These thousands of local lending institutions have announced their intention of making themselves "home building finance headquarters" and have embarked on an ag-

gressive program to make home finance easy.

Of great importance to the builder are the proposals to provide construction funds and to finance the construction of groups of houses by builders, with provisions for release of individual homes as they are sold to individual buyers.

Mortgage bankers, life insurance companies and commercial banks are also eyeing the home market as a place for investment of surplus funds and the results should be low interest rates and a continuation of the long-term mortgages that were being made prior to the war.

During the early days of the war it was felt in many quarters that some legislation would be required to further liberalize home finance to encourage low cost home building. However, the evidence now appears

to Finance Great Building Program

to be that there will be such an abundance of funds available that the problem will be more one of *controlling* a building boom than of anything else; particularly since the passage of the GI Bill of Rights has opened up a vast new pool of home credit. If only 10 per cent of the returning veterans become home buyers under the GI plan it will produce some eleven and a quarter billion dollars worth of home construction—a truly colossal addition to the already large existing demand for new homes.

After a period of years, if home building slackens, or it is felt that the lower priced homes are not being built in sufficient number, additional legislation may be required to direct more building into these channels. At the present time, however, and in view of the GI Bill, home finance

under the liberal terms that prevailed prior to the war should be adequate to permit one of the largest home building programs in history. So large in fact that public housing may not be required except in the worst of the big city slum areas.

Rental housing will also come in for its share of attention. Studies of the financing situation at present indicate that there are plenty of firms seeking investment in soundly planned rental housing and ready to put in a substantial equity. It has been proposed that state legislation be provided to permit portfolio investors of trustee funds to put money directly into rental housing.

For those in the building industry interested in a thoroughgoing study of home finance the new report "Toward a Postwar Housing Program" written by Frederick M. Babcock for

the Producers' Council, Inc., is recommended.

Babcock recommends equal treatment of new and existing construction in home finance under FHA, suggests differential premium rates for different risks, and new legislation to permit savings and loan associations to invest in FHA loans. His analysis of rental housing finance is an interesting one and includes a description of a system of "yield insurance" proposed for this type of work as a future step.

Babcock also urges the adoption of uniform state mortgage laws, uniform mechanic lien laws and modified practices with respect to chattels. He calls for a simplification of FHA processing procedure and believes that steps should be taken to insure a more independent.

(Continued to page 132)

Housing Study Released By Producers' Council

ANOTABLE example of enlightened co-operative effort in the building industry is the report "Toward a Postwar Housing Program" recently released by the Producers' Council, Inc.

Members of this organization represent the leading manufacturers of building materials in the country and include these firms' economists, sales, and advertising executives.

Under the aggressive direction of the Council's president, Douglas Whitlock, and the postwar committee headed by Russell G. Creviston of the Crane Company, a thoroughgoing effort has been made to work out a definite housing program. While it was found impossible to get all persons in the group to agree completely on all proposals, it was found that there was enough area of agreement to permit the issuance of this 100-word report, which was prepared by Frederick M. Babcock. Study of this report is recommended for those who wish to concern themselves seriously about a program for this industry.

In its opening chapters the report discusses the organization and functions of the Federal housing agencies and recommends the establishment of a permanent national housing agency. It calls for the retention of FHA, FHLBA, and FPHA, and maximum participation of private enterprise in the housing picture. A unique proposal is made for the transfer of FHA's technical staff to NHA.

Babcock and members of the postwar committee have made a thorough study of home finance and home ownership. The origin, strength and procedures of FHA are thoroughly analyzed.

A chapter on public housing measures adoption of a subsidized family housing plan and calls for maximum

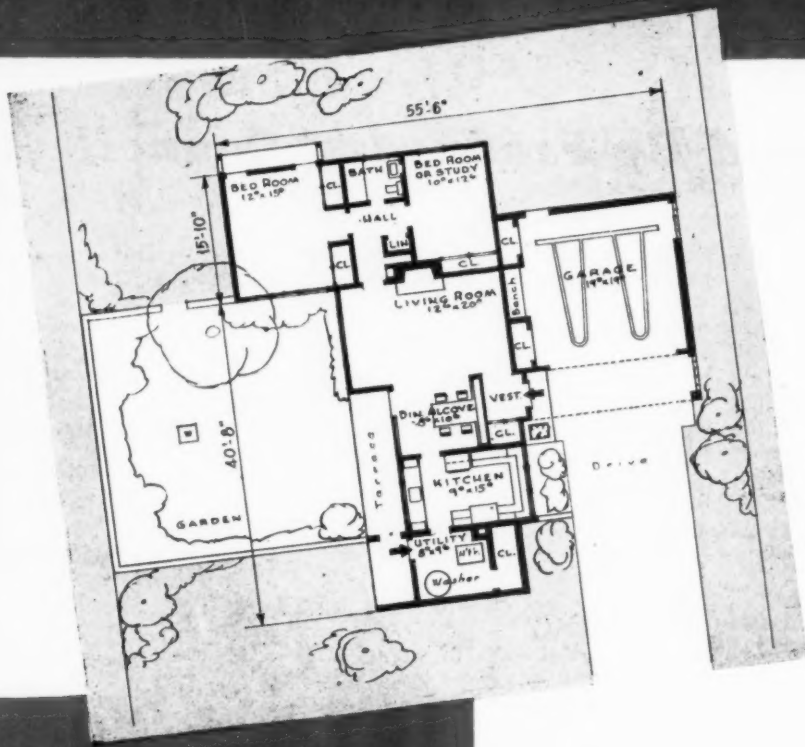
building by private rather than public endeavor. Advance planning of public improvement is recommended.

A chapter on development of cities makes many important suggestions concerning zoning protection for border areas, revision of building codes, condemnation procedures and research in urban development.

The Producers' Council, unlike many organizations, has had the courage to actually *put down on paper* the best thinking it could command concerning the current program of the housing industry. Many will disagree with the recommendations. Yet none will say that a sincere attempt has not been made to analyze the problems confronting this complex industry and to attempt to suggest a rational solution.

Thoroughgoing study by Frederick M. Babcock discusses major factors to be included in a co-ordinated future housing program. Home finance, housing legislation, public housing, taxation, mortgage legislation, are discussed, analyzed and recommendations made in 100-page book.





Rich with Ideas of Modern Design

DOES this design startle you? Architects Chapman and Evans, nationally known designers of conservative Cape Cod and Colonial homes, think this may typify a trend in future home design, at least for warmer climates.

Large picture windows of plate glass are a part of both exterior and interior architecture. If the garage were reduced to accommodate only one car, a sixty-five foot lot would be ample.

Kitchen is a model of modernity. Provision is made for all the newest equipment, including dishwasher and deep freeze storage. Note how all four walls are utilized for work surfaces. Glass shelves are generously used.

A pergola-type roof covers the terrace to which there is access from the living room and dining alcove. Deserves careful study.

Here's a study in modern architecture for a luxurious small suburban home, planned for outdoor as well as indoor enjoyment. Contains all conveniences for efficient, comfortable living.

IDEAS
for model homes

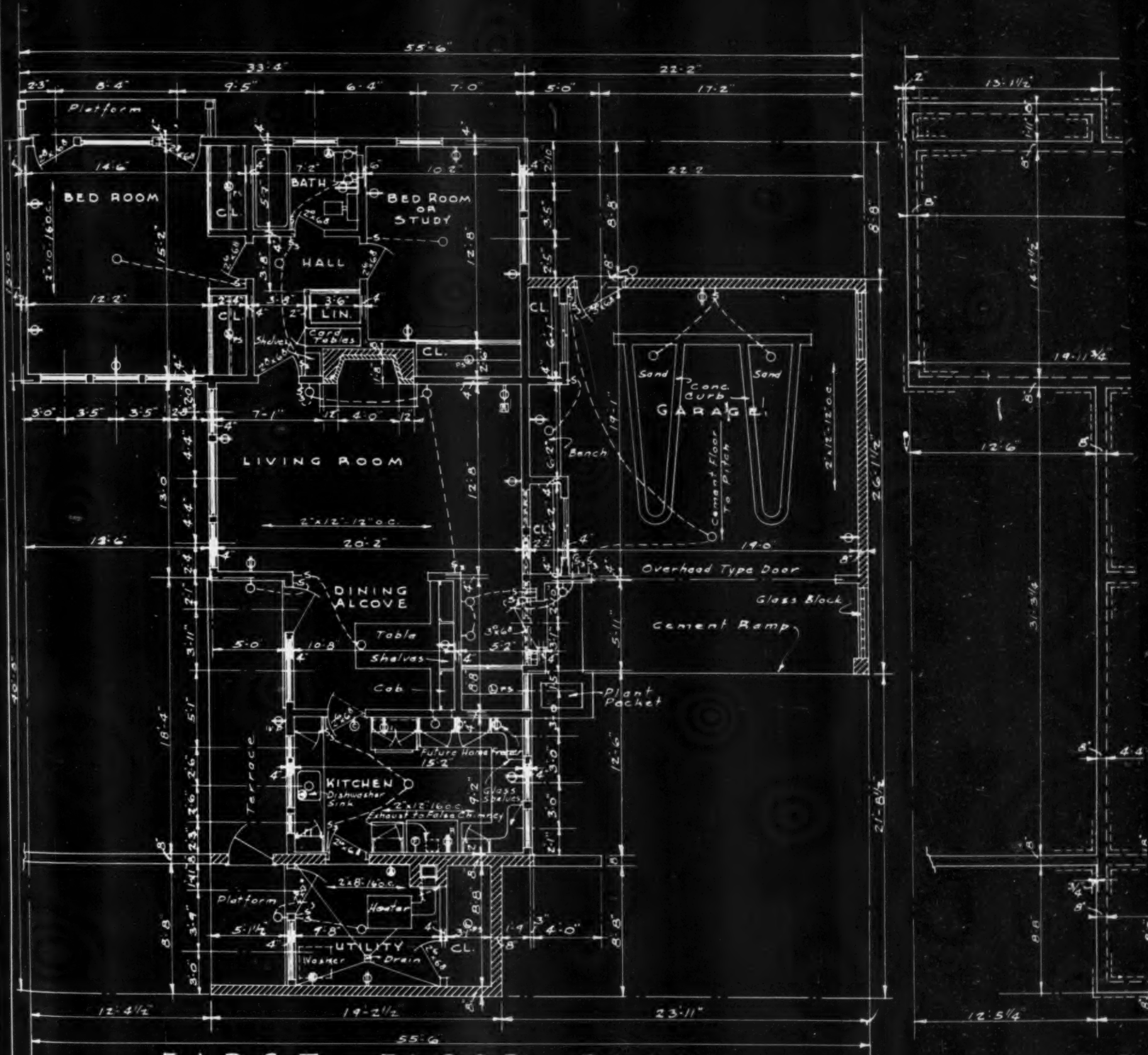
No. 10 of Blueprint Series—American Builder blueprints are presented each month as an educational feature to promote and stimulate sound postwar planning. Previously covered subjects include a rambling Colonial—private garages with architectural charm—postwar home for suburbs—a 6-house postwar community—country club cabins—a “sensible modern” for town or country—roadside stands and restaurants—garages with comp. Plans not for sale.

n

Architects
known de-
Colonial
in future
ates.
ass are a
hitecture.
date only
ample.
rovision is
including
Note how
surfaces.

terrace to
room and
dy.

ilder blue-
ure to pro-
ly covered
with archi-
e postwar
for town
with compl.



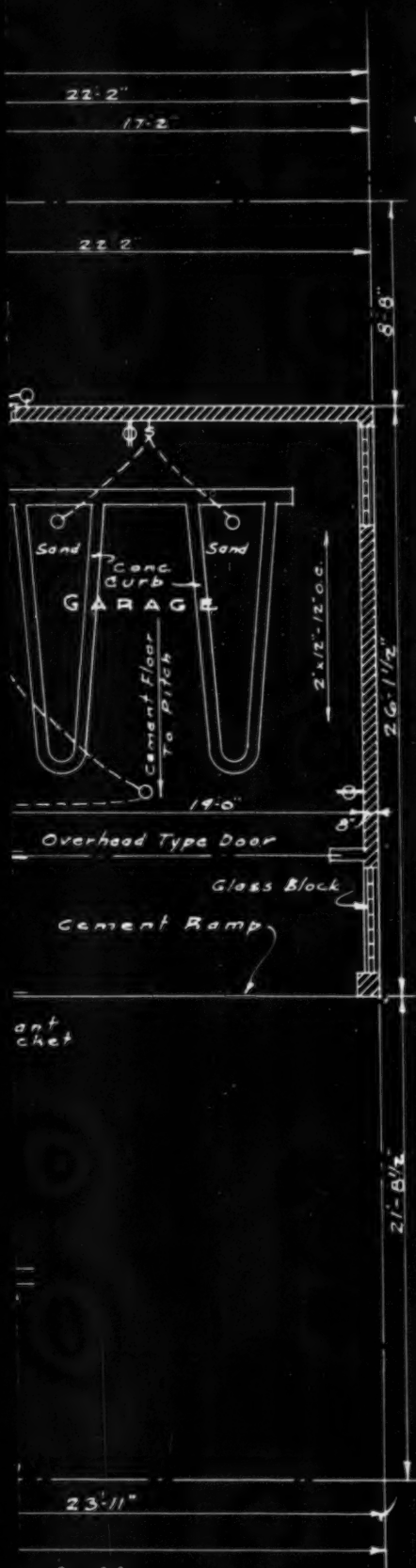
FIRST FLOOR PLAN

Scale - 1/8" = 1'-0"

ELECTRIC SYMBOLS

- | | | |
|---------------------------|-----------------------------------|--------------------------|
| ○ LIGHT OUTLET-CEILING | ⊕ DUPLEX CONVENIENCE OUTLET | ⊕ SPECIAL PURPOSE OUTLET |
| ○ LIGHT OUTLET-WALL | ⊕ SINGLE CONVENIENCE OUTLET | ⊕ SINGLE POLE SWITCH |
| ○ LAMP HOLDER-PULL SWITCH | ⊕ WEATHERPROOF CONVENIENCE OUTLET | ⊕ 3 WAY SWITCH |
| ○ FAN OUTLET | ⊕ RADIO & CONVENIENCE OUTLET | ⊕ BELL |
| ○ CLOCK OUTLET | ⊕ RANGE OUTLET | ⊕ BUZZER |

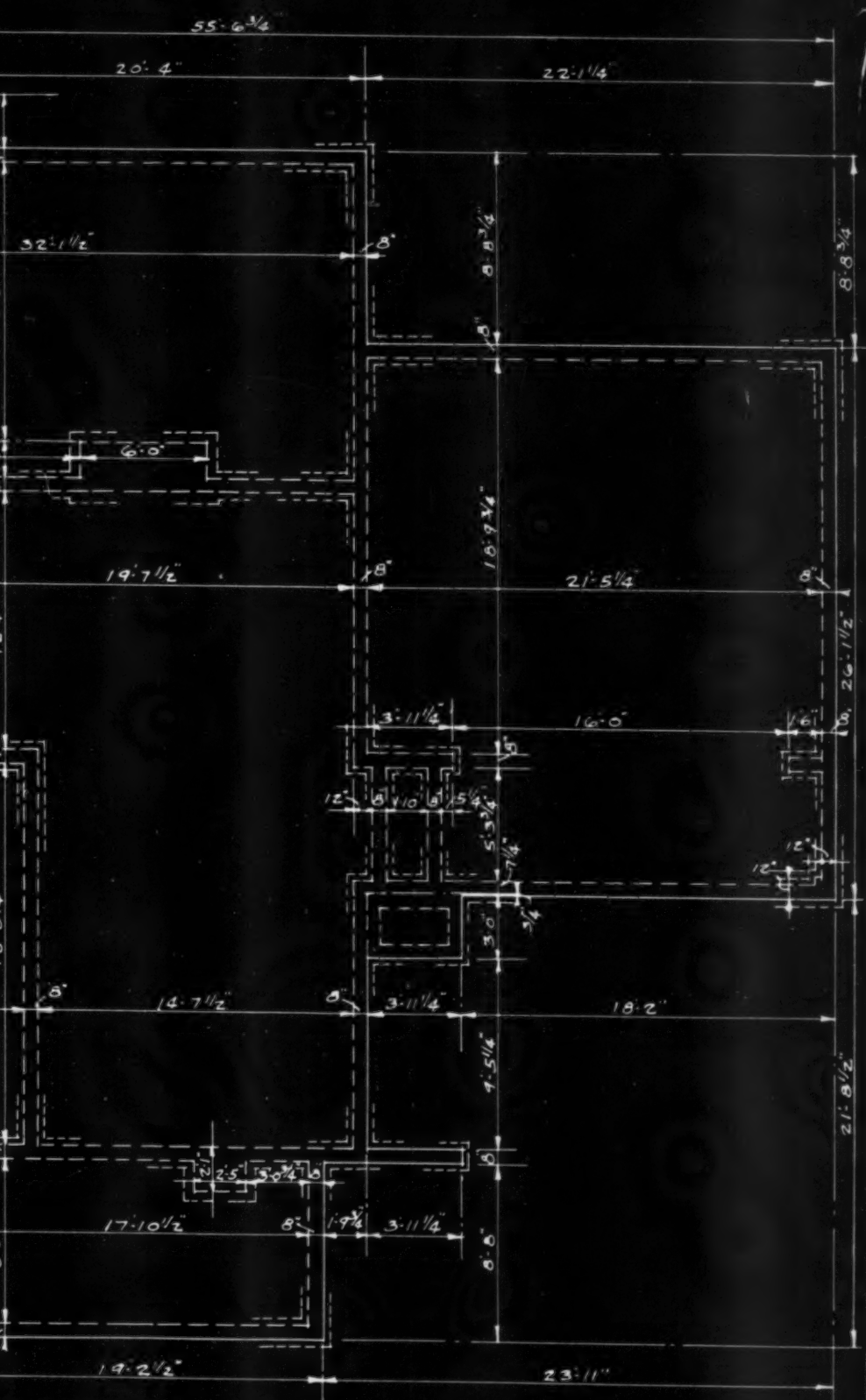
F O
Scale



A N

F O U N D
Scale 1/8" = 1'-0"

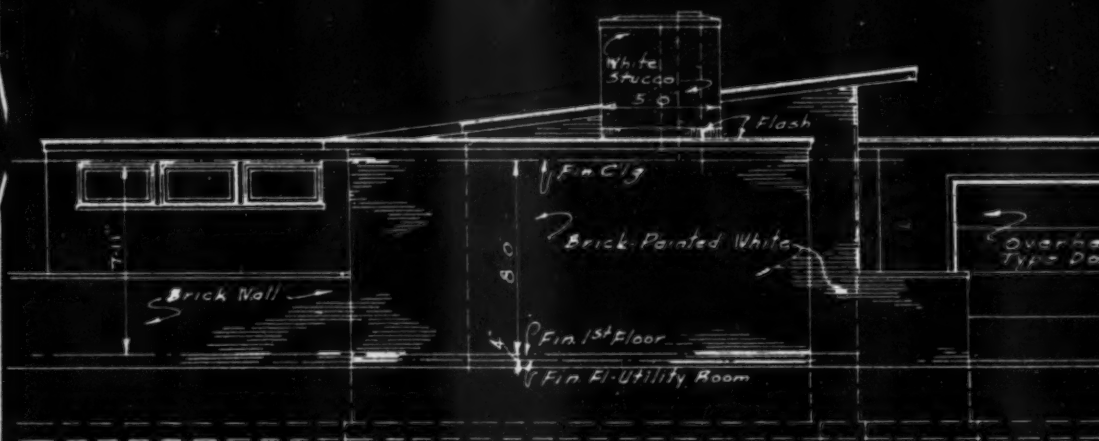
- ⊙ SPECIAL PURPOSE OUTLET
- S SINGLE POLE SWITCH
- ⊙ 3 WAY SWITCH
- ⊙ BELL
- ⊙ BUZZER



FOUNDATION PLAN

1/8" = 1'-0"

DESIGN No. AB-10
 AMERICAN BUILDER
 POST WAR BLUEPRINT SERIES
 PREPARED BY
 HENRY OTIS CHAPMAN • RANDOLPH EVANS
 ARCHITECTS NEW YORK, N.Y.
 Simmons-Boardman Pub. Corp. 105 W. Adams St., Chicago



F R O N T

N O T E

DEPTH OF FOOTINGS BELOW GRADE TO BE
DETERMINED BY LOCAL BUILDING CODE

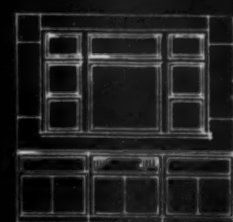


R E A R



WALL DET.
Scale $\frac{3}{4}'' = 1'-0''$

DESIGN M
AMERICAN
POST WAR BLUEP
PREPARE
HENRY OTIS CHAPMAN - R
ARCHITECTS
Simmons Boardman PubCo



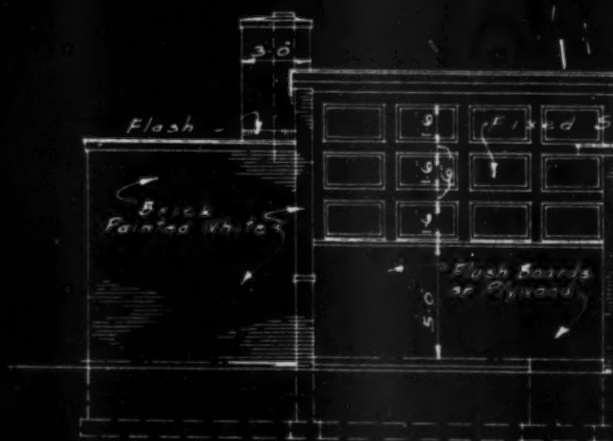
TOWARD GARDEN

TOWA

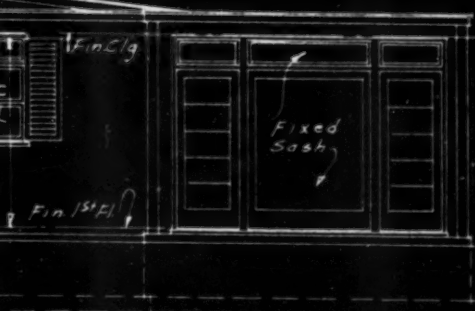
KITC

DE TO BE
NG CODE

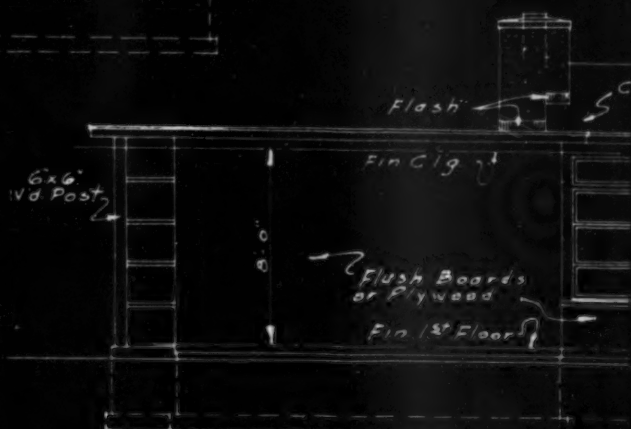
White Stucco



R I



DETAIL
c 3/4" = 1'-0"



SIGN No. AB-10
CAN BUILDER
BLUEPRINT SERIES

PREPARED BY
APMAN - RANDOLPH EVANS
CTS NEW YORK, N.Y.

Apman Pub Corp 105 W. Adams St. Chicago

L I

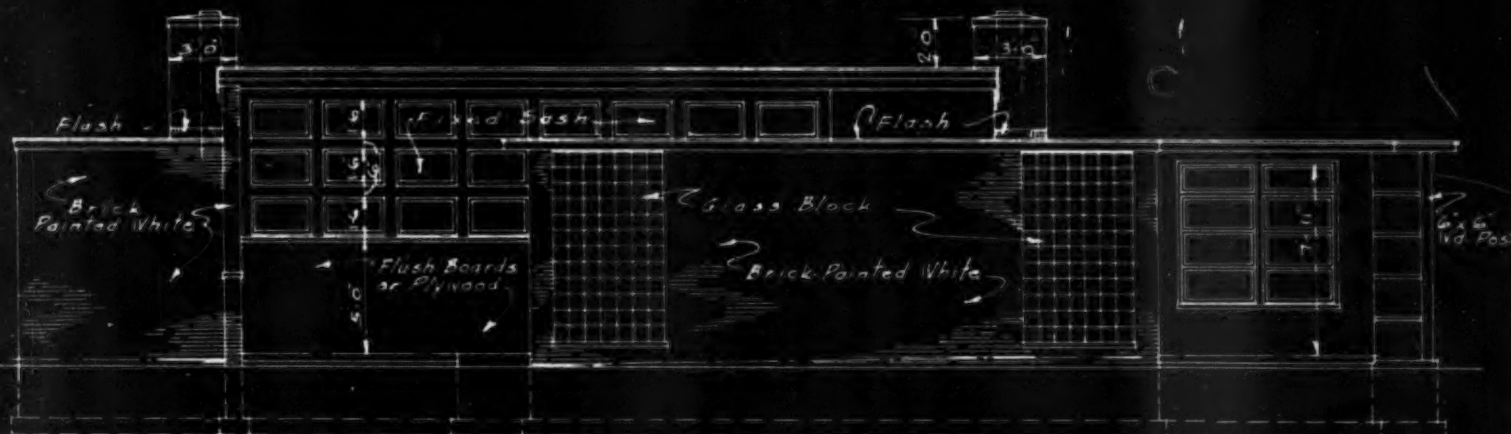
Scale



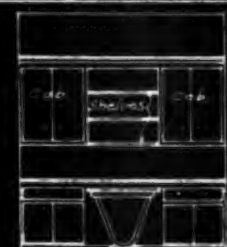
KITCHEN ELEVATIONS

Scale $\frac{1}{8}" = 1'-0"$

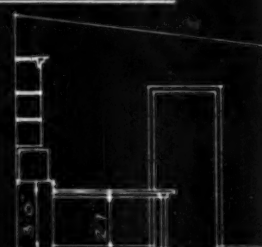
TO BE
CODE



RIGHT SIDE



TOWARD VESTIBULE



TOWARD KITCHEN

DINING ALCOVE

Scale $\frac{1}{8}" = 1'-0"$

DETAIL
 $\frac{1}{2}" = 1'-0"$



LEFT SIDE

Scale For Elevations $\frac{1}{8}" = 1'-0"$

N No. AB-10
IN BUILDER
REPRINT SERIES
DRAWN BY
N. RANDOLPH EVANS
NEW YORK, N.Y.
Pub Corp 105 W. Adams St. Chicago

EVE
ho
an
body
and th
It is
ties th
will p
and tu
of sola
Yes,
built a
a buil
tact w
buildi
ing th
magic
reality
of ma
tomor
But
them o

Per
to
for
hor
bui
cou
pro
you

Show the Public Model Homes to Combat the Dizzy Dreams!



The quicker we show models of what is within the realm of reason and purse strings, the sooner we'll explode the bubbly dreams of what CAN'T be had.

EVERYBODY is an authority on home building and housing—and why not? Doesn't everybody live in a house of some kind and therefore know all about them?

It is such well informed authorities that predict postwar homes that will push-button-control our lives and turn-table us into the economy of solar heat.

Yes, these authorities—who never built a house, never bought or sold a building product, never had contact with the realities of the home building industry—have been floating through the clouds on their own magic carpets as far from earth and reality as are their prognostications of magic things for the homes of tomorrow.

But it's too late now just to laugh them off and pooh-pooh them out of

the home building picture. Their harm is already done. They have sold their illusions to armies of prospects who have been saving their surplus earnings for new homes.

Unfortunately many people expect to buy homes with electronic controls, year-round air conditioning and other magic in homes which will sell for less than \$6,000.

But there is fortunately a way for the well informed elements in the industry to combat the effects of the false pictures painted by dizzy dreamers. It's a most practical way, too.

BUILD MODEL HOMES! Build them as soon as you can. Build them now. Apply for a permit today.

Drive out the uncertainty that now clouds up the home building outlook. Show the public through actual demonstrations just what is available in their own communities for the amount of money they have to spend.

Permits for building model homes have already been issued to some builders by the War Production Board. If you want to build a model home, you are as much entitled to a permit for building a new model of a home as any manufacturer is to build a new model of the product he proposes to manufacture in the postwar era.

Do your part to dissipate the deceptive build-up given the postwar home buying prospect. Help clear the atmosphere by building a model home in your town. Let the public see just what the postwar house is.

And it will look so much better than most of us imagine that we may find it fills the public's idea of a dream house, after all.

At any rate let's clear the atmosphere as quickly as possible. The sooner we let the public down, if indeed they are to be disappointed, the sooner they will get over their illusions and learn to be satisfied with the best our industry is able to offer.

Get A Permit for your MODEL HOME

Permits have already been issued to a number of builders by WPB for the building of model peacetime homes. *American Builder* urges builders in all sections of the country to apply at once for approval to build model homes. Ask your local WPB office for forms.

**See the following pages for
IDEAS for MODEL HOMES**

Promote Co Future Ho

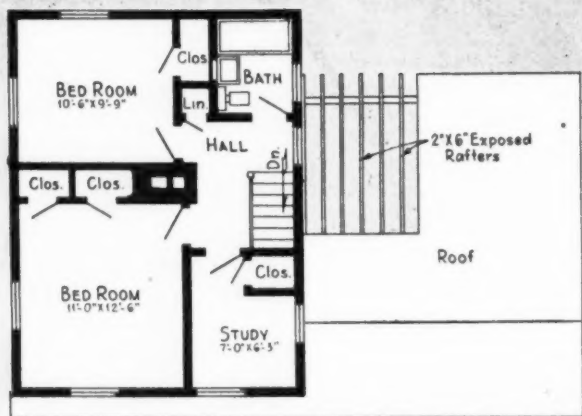


A new team mate brings a new sales appeal to home builders. Heating and air conditioning industry fosters nation-wide drive to make public health-conscious of greater indoor comfort. Makes selling of homes with quality heating and air conditioning an easier job.

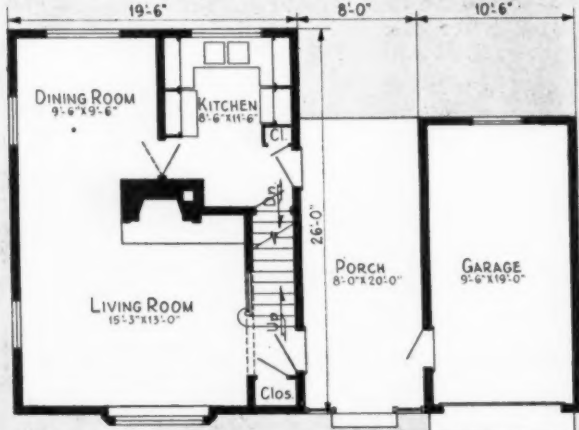
By John E. McNamara
Associate Editor

NORTHERN homes, suffering from severe climatic changes, more quickly respond to the need for better Controlled Indoor Climate. Working drawings for the house above, for example, carry separate engineered plans for correctly installing three optional types of central heating—gravity, forced air or circulating hot water for radiator heat. Plan at lower left.

SOUTHERN homes, such as the one below, with floor plans at right, need a central heating and cooling system for healthful indoor climate quite as much as do northern homes. The South suffers occasionally from severe cold spells. Also extreme summer heat and humidity are as much a drain on health as exposure to severe cold. See medical proof in story.



SECOND FLOOR PLAN



FIRST FLOOR PLAN



Controlled Indoor Climate—To Sell Homes as "Havens of Family Health"

LOOK for new jobs, you vitamin salesmen. Doctors' bills will shrink, pill sales will plunge. America's homes of the future are to be havens of comfort, relaxation and health.

Builders of fine homes have a new team mate—the Indoor Climate Institute. It is an educational organization of the heating, cooling and air conditioning industry. The I.C.I. has launched a nation-wide campaign to awaken America to the health-building value of controlled indoor climate.

What a powerful sales appeal this industry is bringing to private home building—and what an appropriate time to spring it—just when home building needs every aid to create the greatest boom in its history.

"Give Your Family a Haven of Health"—"Our Homes Have Controlled Indoor Climate—Builds Your Health"—"Let Us Build Your Health When We Build Your Home"—"Cut Doctor and Medicine Bills—Stay Healthy in a Home with Controlled Indoor Climate."

These are flashes of the illuminated signs we will see as we visit model peacetime homes, now planned and soon to rise in the beautiful residential communities of tomorrow.

And there's no bunk about it, either. It's always been a fact—deeply rooted in the documents of medicine. It's founded on a stronger rock than Gibraltar—known facts of the human body.

Medical authorities tell us that "the human body can adapt itself to sudden temperature changes, but these fluctuations inflict a heavy strain on the heart and weaken the physiological defenses against disease."

"Conditions of overheating and underheating have tendencies to produce congestion, inflict colds, cause rheumatism and impair mental and physical efficiency."

"Extreme summer heat conditions tax the heat regulatory system of the body, causing heart to function more rapidly. This lowers resistance and imposes a

(Continued on page 136)

INDOOR CLIMATE INSTITUTE

Ready To Go

Will awaken public to need for better central heating, cooling, and air conditioning with automatic controls. Family health will supercede economy and convenience as the principal sales theme.

HOME BUILDERS of the future are seen as salesmen of health by the Indoor Climate Institute. The Institute is the new educational organization created by the manufacturers of better heating, cooling and air conditioning equipment.

Builders of quality homes, which carry a higher price because they cost more to build, will welcome I.C.I.'s crusade to awaken the public to the health-promoting power of controlled indoor climate. Doubly they will welcome the constant emphasis of I.C.I. that adequate heating equipment, correctly installed, costs more to build into a home.

Builders interviewed feel that the indoor climate industry is long overdue in organizing for this job and wish it success—but with speed!



Designed by Architect Richard Vander Straten of San Antonio, Texas.



Glamorized Kitchens and Bathrooms

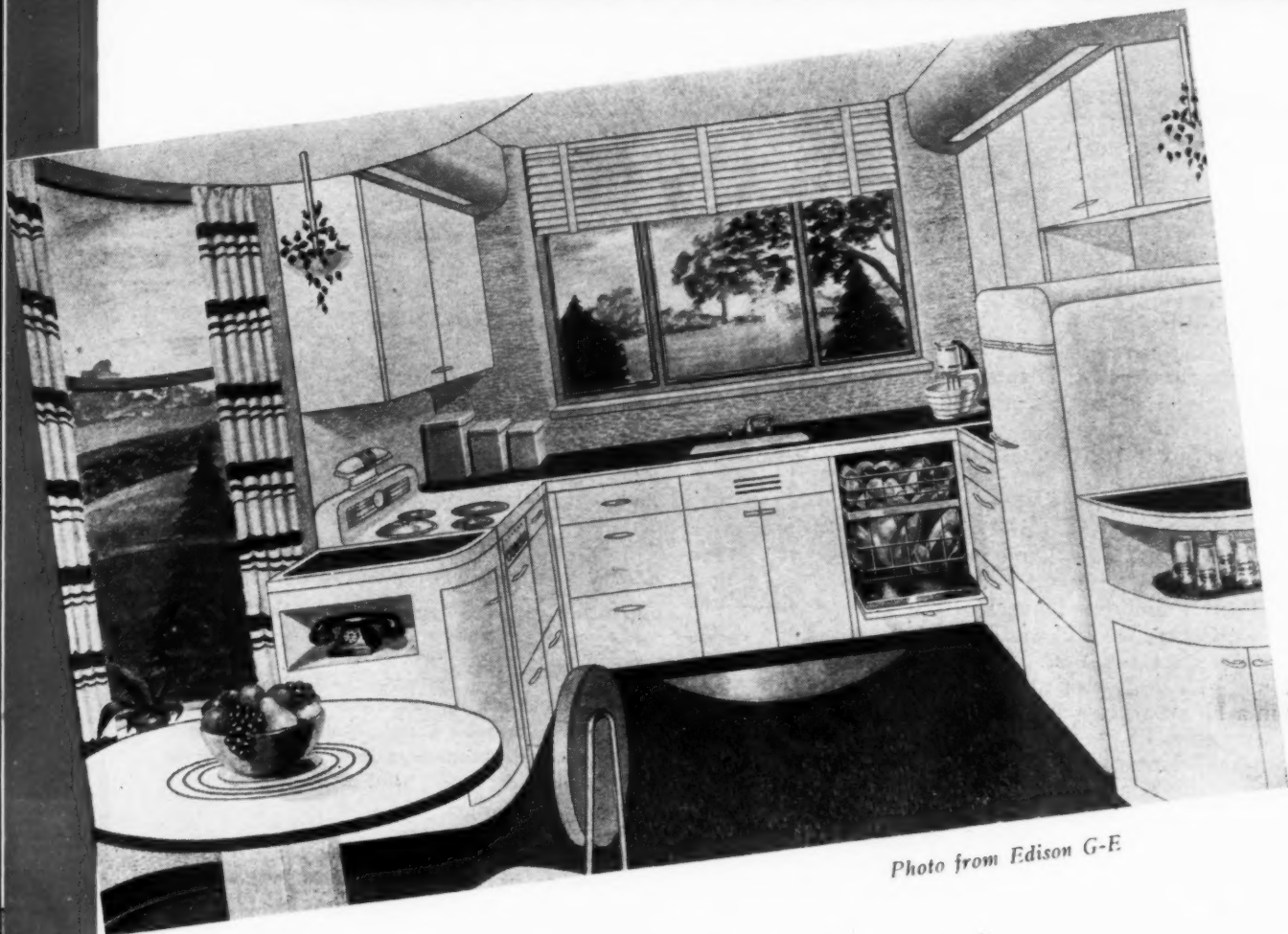
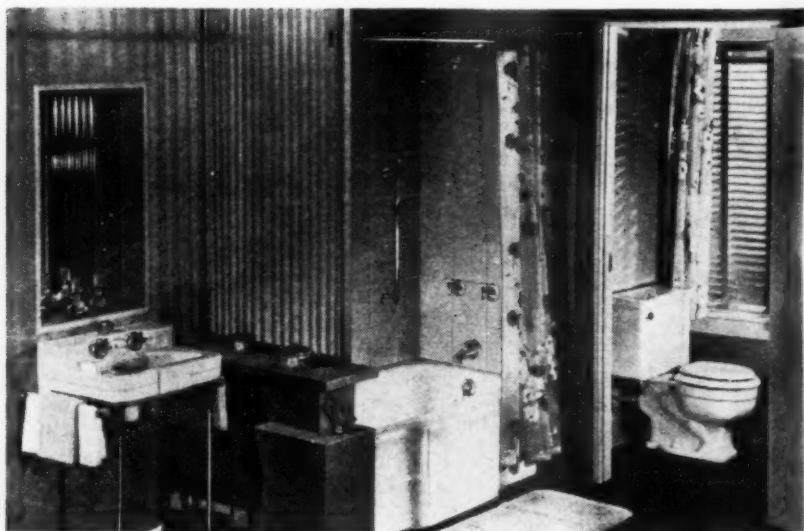
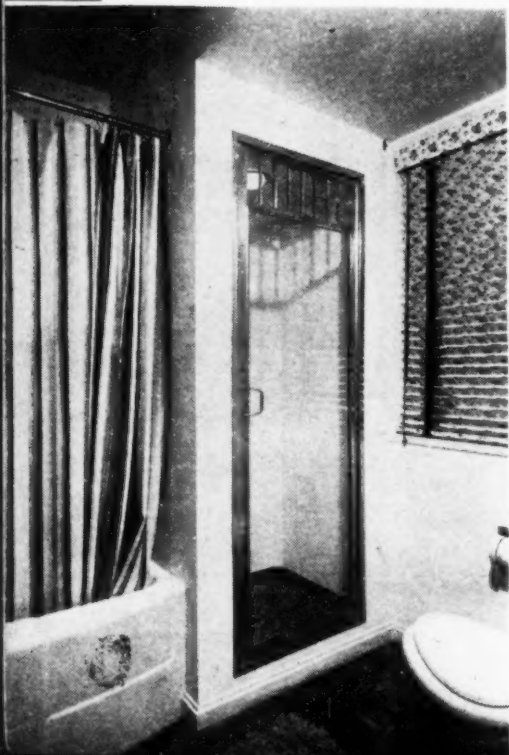


Photo from Edison G-E

BEAUTY competes with efficiency in the kitchen above, lighted with indirect non-glare lamps. Equipment shown will come as part of the house in a one payment mortgage in many areas.



SMOOTHLY will run the bathroom routine in the family that gets this bathroom with shower stall and tub with overhead shower, pictured at the left.

The shower cabinet serves as one end of the tub recess, while the same behind-the-wall piping can be used for both shower fixtures.

ACHIEVING greater privacy distinguishes the future bathroom. Above is the departmentized bathroom, with separate room for the water closet, and the tub in a partial recess. Lavatory is separated by a panel ending in a convenient shelf arrangement. New trend is shown in shelfback lavatory.

No N
Nine
fully
the v

ARTIST
for stre
Extures
trend in
for the
the nea
lavatory
match
lavatory
for the

The Plur
ing Ind
coopera
ican Ba
ing th
what's e
bathroom

They Will Keynote New Model Homes

No Need to wait for postwar models to build dream homes. Ninety per cent of Americans never owned the beautifully designed kitchen and bathroom fixtures made before the war. They're the very stuff the dreams are made of.

IDEAS
for model homes

ARTISTIC background for streamlined, modern fixtures is the popular trend in planning baths for the model homes of the near future. Dental lavatory, designed to match the regular size lavatory, is a "must" for the finer homes.

The Plumbing and Heating Industries Bureau cooperated with *American Builder* in showing these views of what's ahead for model bathrooms and kitchens.



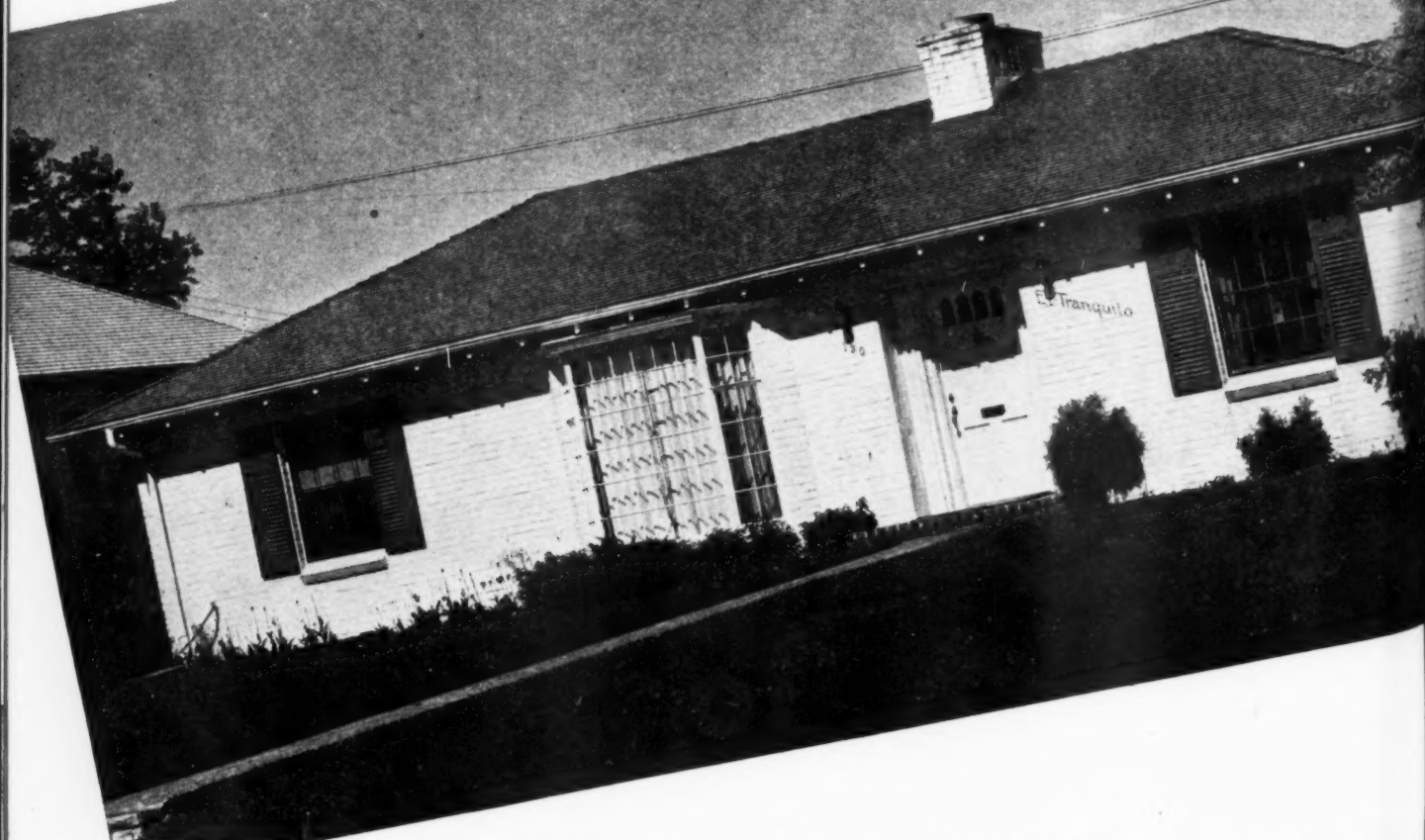
UPHOLSTERED seats, left and right above, give oomph to kitchen dining nooks—foretell serving small guest dinners in kitchens. BREAKFAST nook on right enjoys a charming decorative note and a flood of light through the glass block. Plenty of steel cabinets, overhead, counter-high and under sink, brings everything within easy reach of the efficient housewife.



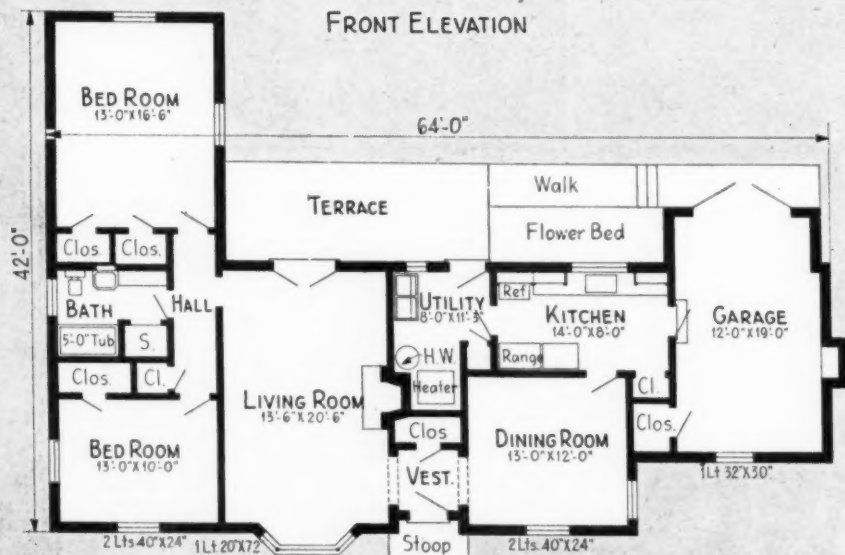
DENVER'S

Home of Tomorrow

100



FRONT ELEVATION



FLOOR PLAN

IN Denver, Colorado, B. G. Morriss designed and built Claremont Park just before the war, featuring a style of architecture that can be best described as Colonial ranch house style. The project was so successful that even competitors agree that this type of architecture will play an important part in Denver's homes of tomorrow.

The Claremont Park houses have long, low lines, beautiful big windows and a distinctly Colonial feeling although they are a far cry from New England.

Whatever you call these houses, they have *sales appeal* in no uncertain terms. White brick is extensively used with interesting contrast trim in red and blue. Some of the houses are painted in light pastel colors of pink or blue, which are very effective.

Floor plans lay special emphasis on back yard living. In nearly every case the living room opens out on a broad terrace or flower garden away from the street. Morriss reports that this is undoubtedly an important trend in design.

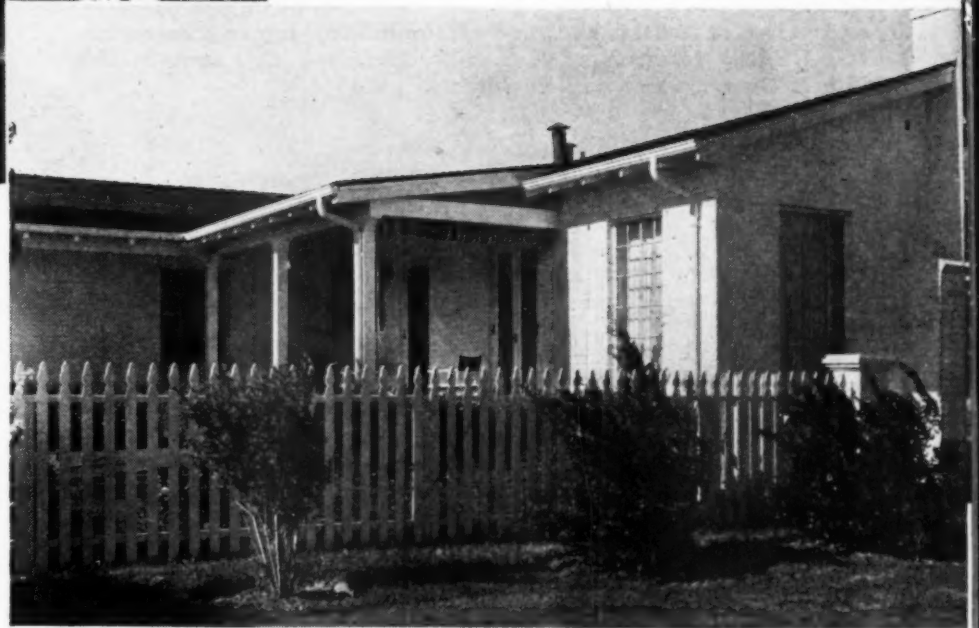
IDEAS

for model homes

Here's a style of architecture that Denver's builders agree rings the bell on postwar buyer appeal. This is the type of well-designed, forward-looking, salable house that *American Builder* proposes be built without delay as model homes in communities throughout the land.

BIG WINDOWS, Colonial ranch house style and excellent plan make this a truly livable, salable house. It was designed and built by B. G. Morriss in Claremont Park, Denver.

VARIATIONS in the Morriss designs show interesting combinations of Colonial and ranch house style. Circular bays in house below are on corner house. Bright shades of red and blue are featured in doors and shutters, contrasting with white or pink brick.

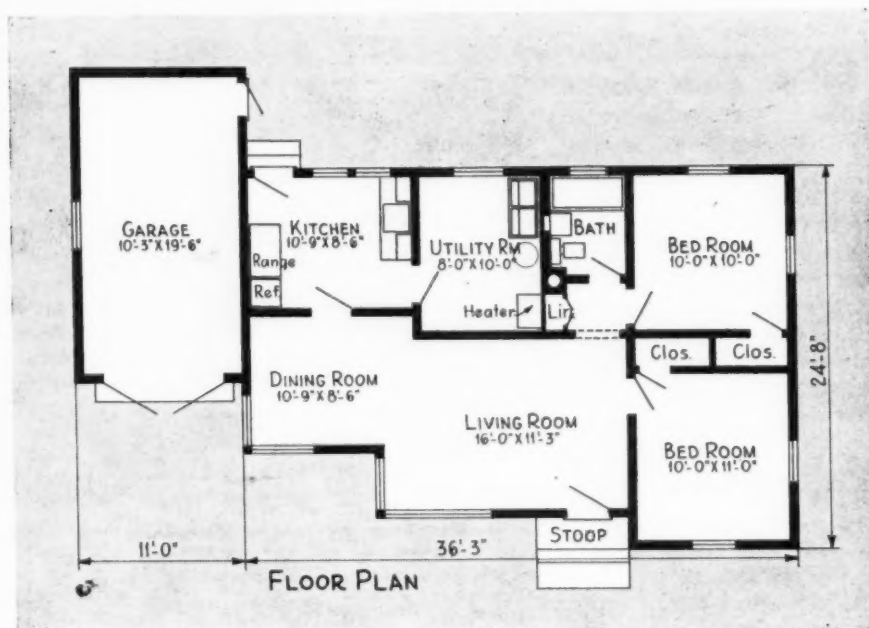


COLONIAL Williamsburg picket fence beautifies rear of Claremont Park home.





Here are two of the trio snapped on the job talking to a foreman. Left is Hilding Johnson of Arthur T. McIntosh Co., and in the middle is Bertram Weber, Architect.



Co-operation Developer

THE creating of a residential community from raw acreage to completed project, to satisfy today's home-buyers, takes co-operation all down the line.

The developer, the architect, and the builder who embrace teamwork, from the initial selection of the site to the sale of the last home, write their own insurance for success thereby.

Here is a teamwork combination made up of such experienced men as Hilding Johnson of the Arthur T. McIntosh Co., Bertram Weber, outstanding architect, and Stanley Pepper of the Pepper Construction Co. These men know their business due to many successful operations in the Chicago area. Here are some high-lights of their thinking, as given to your reporter in conversations, regarding their recently completed large development and their new one under way.

In the first place, "Stan" Pepper tells me that 30 per cent of the homes sold in the last development were bought by men working on the jobs. "There's no jerry-building there," I remarked. "Right," he agreed.

Bert Weber, the architect who not only designs the houses but is all-important in regard to overall land planning according to land topography, existing trees, soil in regard to drainage, orientation of houses on building sites, etc., is the modest type who doesn't talk about himself.

Hilding Johnson, however, made the statement that the all-important ingredient to the success of a home-owning community is good architecture. And, he added, the only source of good architecture is a good architect. Any future development of houses, no matter in what price range, will approach complete success in direct ratio to the quality of its architecture. Mr. Johnson knows this for,

ARCHITECT Weber gives variation to house exteriors so that no two look alike although many of them are built from plans that are basically alike as to room arrangement.

of Builder, Architect and Adds Up To SUCCESS

By James H. Hawkins

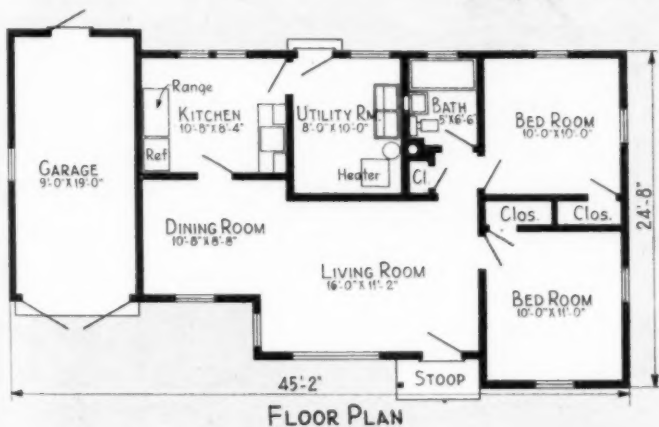
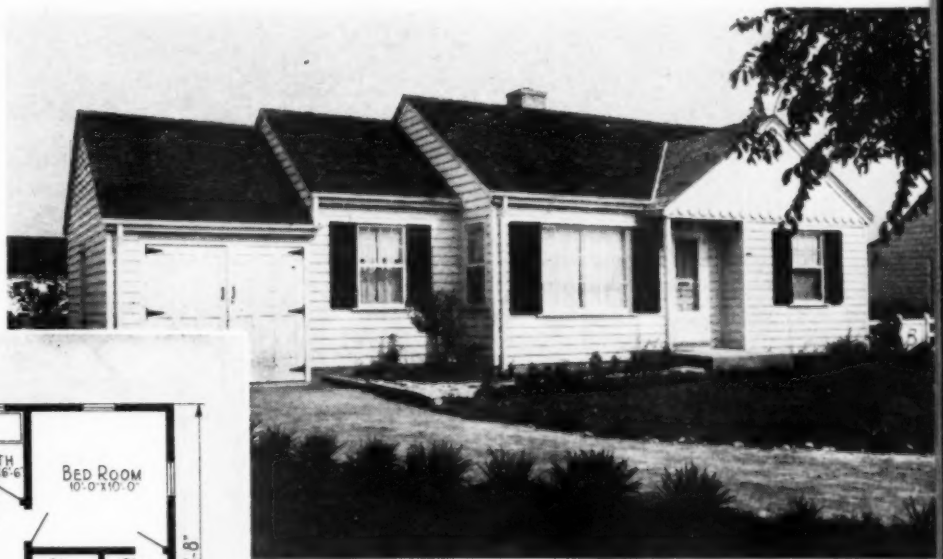
GLENVIEW is the point that proved the rule. Every house sold and every house is lived in, and because it was the result of TEAMWORK it was SUCCESSFUL



STANLEY PEPPER, BUILDER

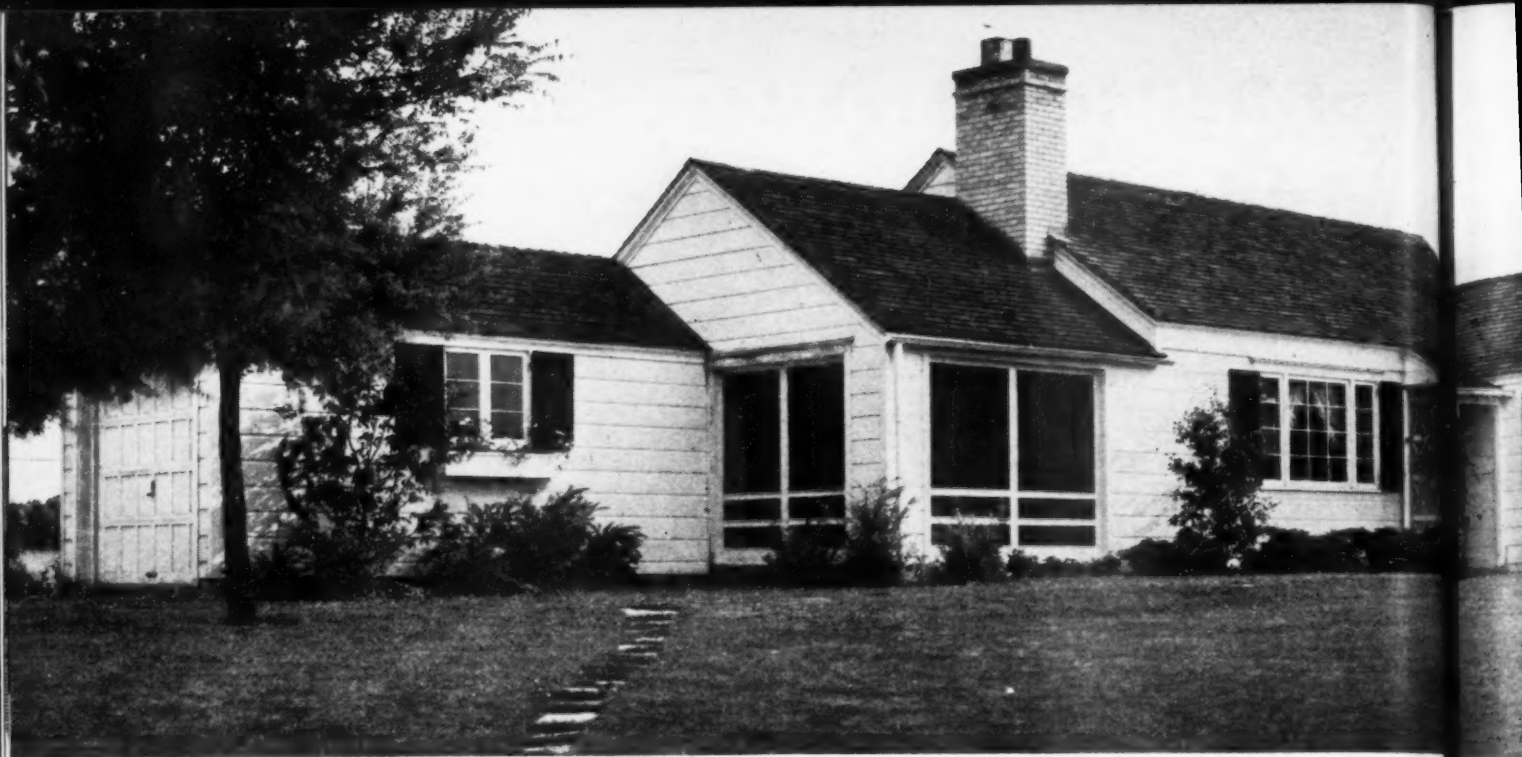
as he said, his company has tried it both ways and knows the answer.

In short, co-operation all along the line is the only answer. Private building business knows the answers to its business locally. There is no national picture in the home-building business. Architecture, sizes, land planning, construction methods, building materials, and all the rest, vary from section to section.



BOTH of the houses shown on this page are popular in the price bracket under \$7500. The plans vary slightly in the locations of utility room and bath room, as well as the difference in dining rooms. Placed on wide lots and with curving streets there is no monotony or seeming similarity between houses. Some of this aspect is avoided by reversing plans as well as by changing the roof lines. Corner houses face the curve of the corner.



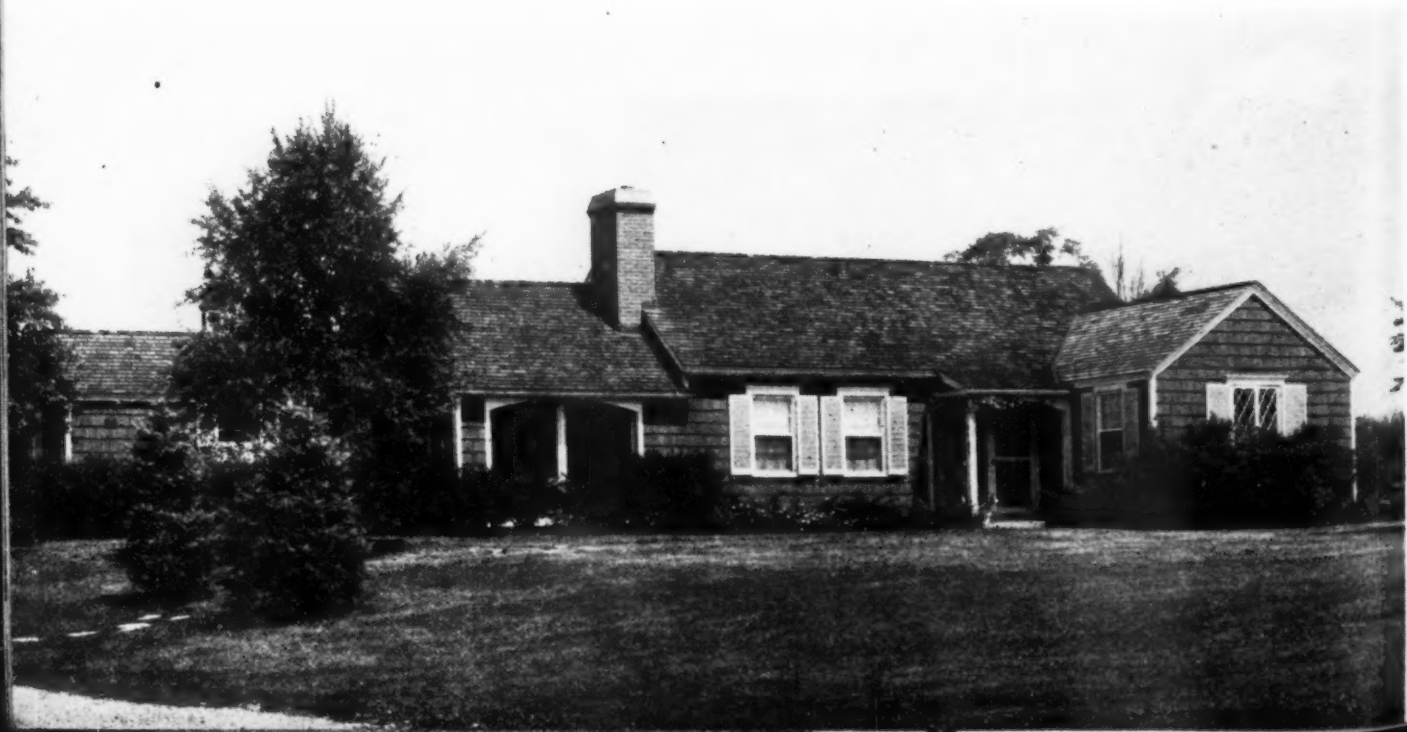


SEVERAL houses in the developments created by the McIntosh Co. are built from one plan adroitly handled by architect Weber.



Stan Pepper, who is 41 years old and has been in the business for 17 years, knows the answers to home building in suburban Chicago. He precuts under a shed on the site with one DeWalt electric saw and saves \$75 per house. In addition to building houses, Mr. Pepper runs a wood-working shop which turns out the carpentry work for all of Marshall Field's department stores, including all their window displays and store displays, which is a big item. It is Builder Pepper's experience that to make a prefabricating shop break even in any kind of building operation, it

THE plan above with minor changes was used for both the houses shown on this page.



must keep a minimum of 23 men continually busy. Under 23 men the shop will lose money, and over 23 men it can begin to show a profit.

In regard to locations, in general, of sites for community building, Mr. Johnson makes two statements which add up. First, he says, "You can take people out of slums but you can't take slums out of people." Then he goes on to explain that people who go out far enough to get a *good* little home and adequately-sized lot are fundamentally better people and they will take care of their houses and lots, plant gardens and shrubs and care for

lawns. Such people have initiative and are basically sound folks who will take pride in keeping properties up in their original conditions. This, as Johnson explains, keeps an entire community up to snuff, makes it continually attractive, and creates increased values when re-sales are made.

The development now getting under way will practically duplicate the methods used on the last one. House architecture will approximate the examples shown in the photographs illustrating this article. There may

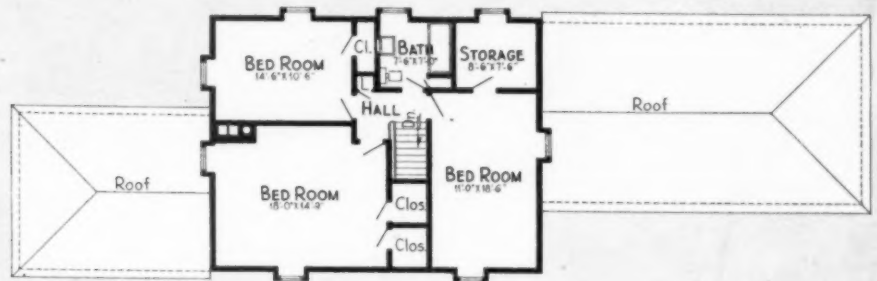
(Continued to page 131)

Weber.

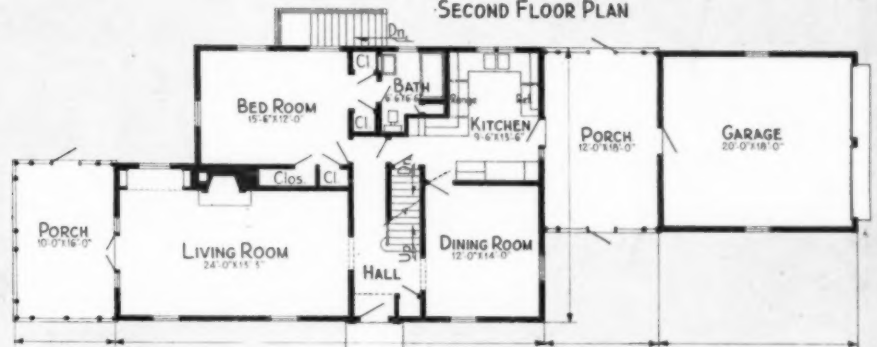
ars old
for 17
home
o. He
te with
saves
build-
wood-
out the
Marshall
cluding
d store
It is
that to
ak even
tion, it

IDEAS for model homes

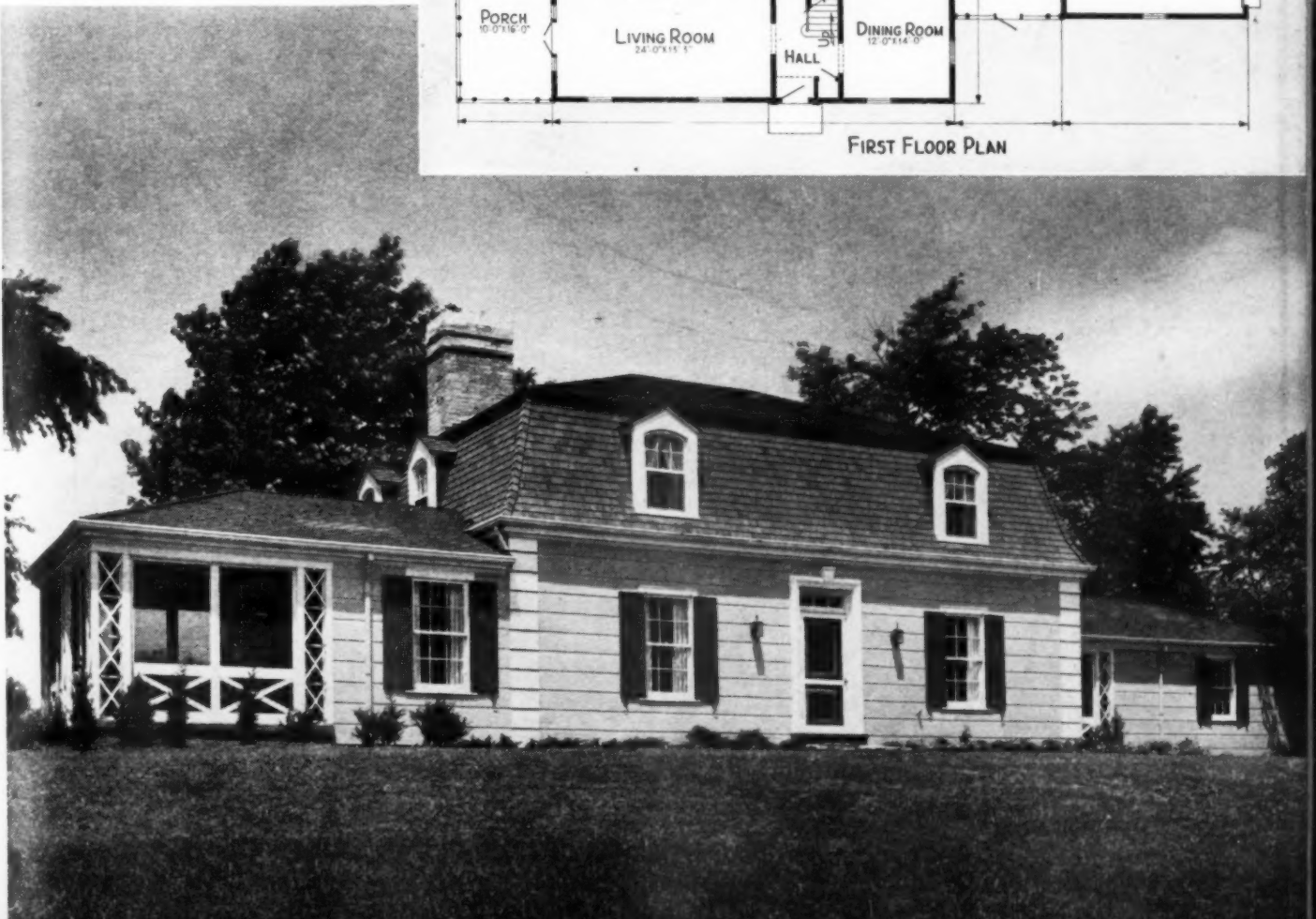
Although the over-all dimensions were omitted from the floor plan of this most attractive house, the main portion is 37 feet wide and 29 feet deep.



SECOND FLOOR PLAN



FIRST FLOOR PLAN



IDEAS

for model homes

Have Your Model Home Speak for Itself with Features that Will Make Every Visitor to Your House Resolve to Have Similar Features Himself



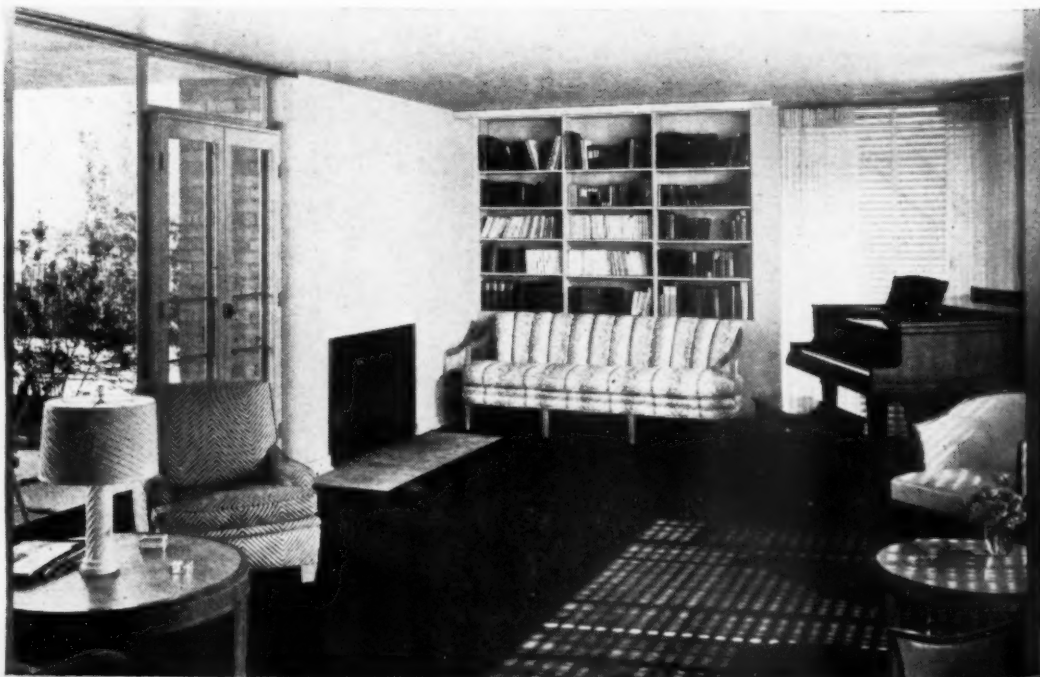
COMFORTABLE and decorative breakfast nooks built into a corner of the kitchen always appeal to housewives both from the practical angle as well as the decorative, as the upper left picture shows.



UNUSUALLY attractive living room features, as pictured at the left, can be created by the use of decorative open shelves across the entire fireplace wall, and by glass block in a portion of an outside wall. Notice, too the built-in davenport.

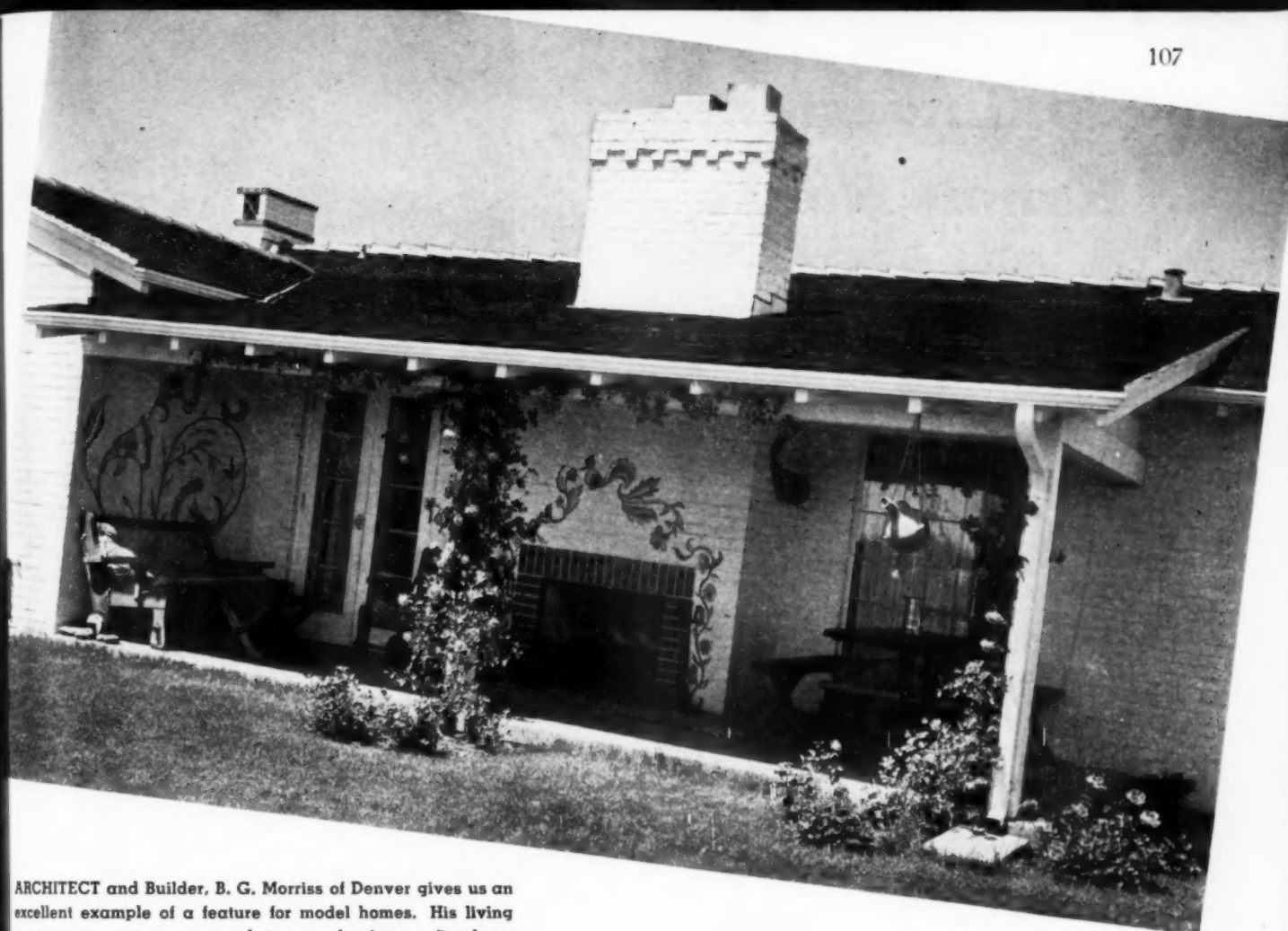
All photos by Hedrich-Blessing Studio

CLEAR glass in an outside wall facing a garden or terrace, and French doors glazed with same glass make a feature idea that will fit into a model home and create interest. Built-in book shelves at the end of the room add a decorative touch yet do not hamper furnishing.



ARCHI
excell
room c

FORM
pealin
speci
tecture
along
A dec
show
the ri
ing to
Shutte
keepi



ARCHITECT and Builder, B. G. Morriss of Denver gives us an excellent example of a feature for model homes. His living room opens onto a covered terrace having a fireplace.



FORMAL interiors are appealing to many buyers especially if the architecture of the house is along conservative lines. A decorative plaque, as shown in the picture at the right, adds this feeling to the living room. Shuttered doors are in keeping with the scheme.

Southwestern Ranch House

"Dream Home" that came true for the Clint C. Andersons, of Wichita, points way to future developments in design and planning.

ALTHOUGH it was built before the war, this house offers a preview of good postwar home planning. The Southwestern ranch house style created by Architect Harry Overend, of Wichita, has been immensely popular. The large window areas, friendly, informal appearance and the undoubted livability and charm of the place are recommended for study.

This was a dream home that came true for Mr. and Mrs. Clint C. Anderson, of Wichita. Anderson is one of the city's well-known insurance brokers, and Mrs. Anderson is owner of the Wichita Building Material Company, distributors of many well-known building products in that area. As a result, the house in its construction represents a veritable blue book of home products.

Bright colors, great expanses of windows, and a plan of unusual livability contribute to the appeal. It is dry-wall construction throughout, using Insulite on all interior walls. This is applied over four inch glue-strips of hardboard attached to the studs. Thus few nails

(Continued on page 136)



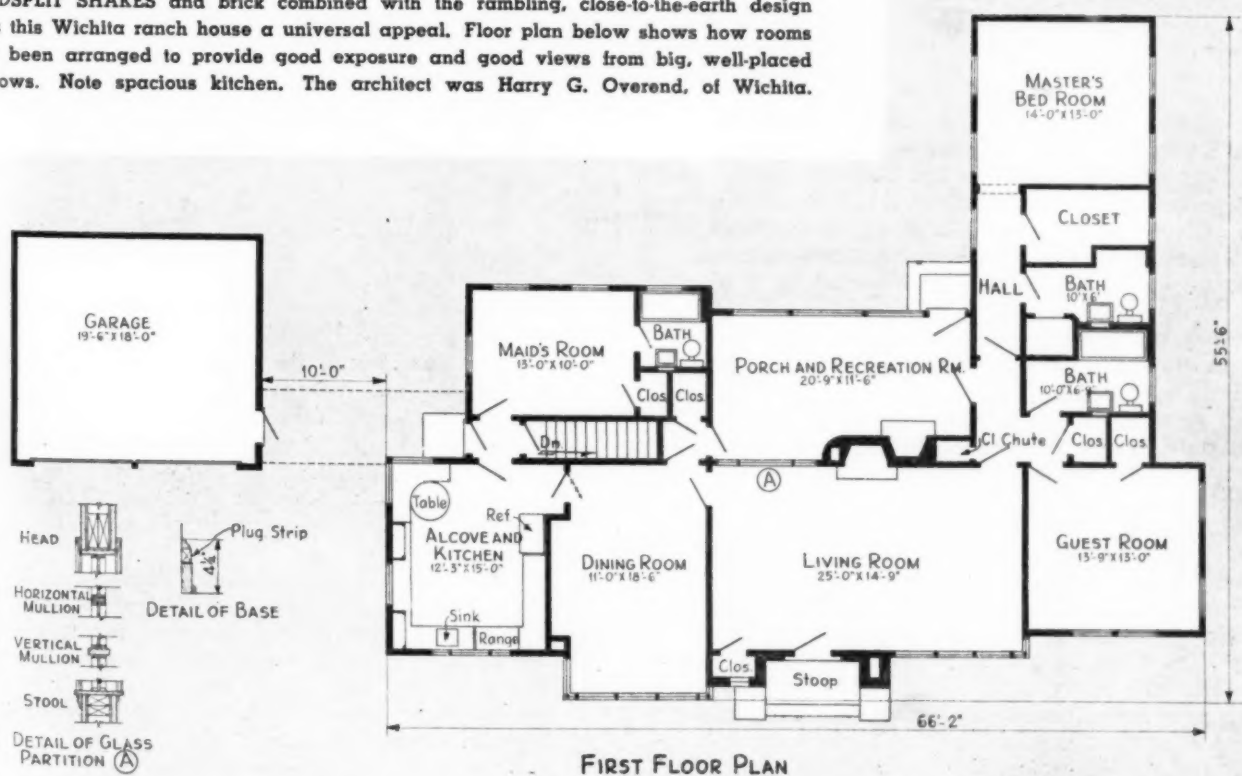
IDEAS for model homes

LOW-ROOFED ranch house style fits nicely into a rustic setting. At left is the clever and comfortable summer house of the Andersons. Rear of house (below) looks out over broad lawn. Of particular interest is the glass-enclosed recreation porch in center with its big fireplace. Glass partitions (see details in floor plan on right) separate recreation porch from the living room, permit views direct from living room across porch.



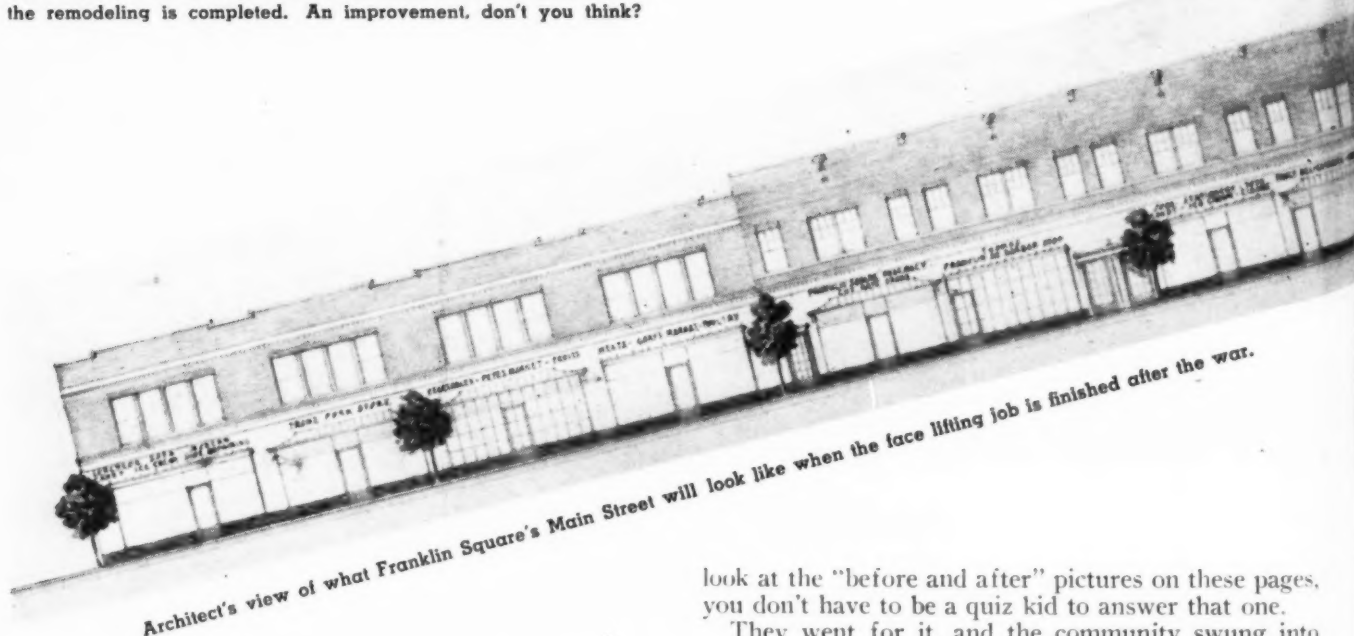


HANDSPLIT SHAKES and brick combined with the rambling, close-to-the-earth design gives this Wichita ranch house a universal appeal. Floor plan below shows how rooms have been arranged to provide good exposure and good views from big, well-placed windows. Note spacious kitchen. The architect was Harry G. Overend, of Wichita.





ABOVE view shows how the stores on Main Street look today. View below visualizes how the same store fronts will look after the remodeling is completed. An improvement, don't you think?



Architect's view of what Franklin Square's Main Street will look like when the face lifting job is finished after the war.

THE butcher, the baker and the candlestick maker—along with their builders and bankers—are getting together in Franklin Square, 11,000 soul community in New York's Long Island, to lift the faces and modernize the interiors of their shops as soon as materials become available. And they are laying away the cash to do it.

It is a cooperatively planned project, begun under the impetus of private industry's Committee for Economic Development, that for practicality and plain horse sense should recommend itself to hundreds of thousands of other United States communities. It began when C. William Green, business manager and public relations director of the Franklin Square National Bank, was appointed local chairman by the CED and went to work on the postwar problems of his community.

Franklin Square has little local industry, and its working populace is employed in and around nearby New York City. But it does have 34 retail stores, 25 of which are many years old. Mr. Green snapped pictures of these, had an architect whip up a rendering of what the business street would look like if they were remodelled in early Colonial style, and then asked the store owners which they wanted. If you'll

C.E.D. Plan Rebuilds This Main Street

C. E. D. (Committee for Economic Development, composed of leading business men, is interested in the welfare of small business and has a committee on "special problems of small business men." Office is at 285 Madison Avenue, New York.

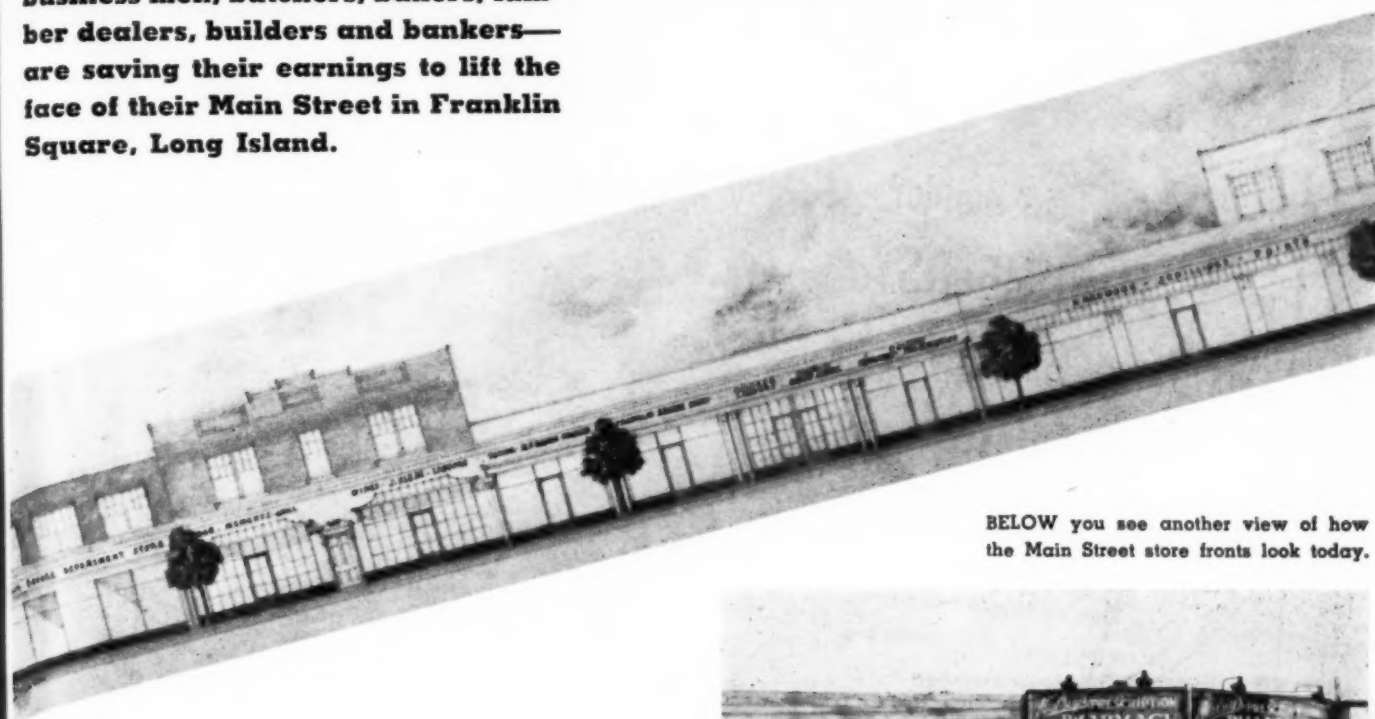
look at the "before and after" pictures on these pages, you don't have to be a quiz kid to answer that one.

They went for it, and the community swung into action. Over a several week period, the owners discussed needs and possibilities with the lumber dealers of Nassau and Queens counties and representatives of leading manufacturers, including Wood Conversion Company, Weyerhaeuser, Celotex, Pittsburgh Plate Glass, Hoover, Electrolux, Philco, Timken, Live Heat, RCA, and Carrier Corporation. Where it could be done most economically, the companies agreed to do their part of the whole job all at once.

Cost figures showed that \$450 to \$500 would be enough to take care of a fifteen foot store front. This job will be done by all the store owners, along with numerous and varied interior remodeling jobs, each best suited to the individual shop, and every store has signed on for air conditioning. An option has been taken on an adjoining lot for parking space that can handle 1600 cars over the Friday and Saturday period that will be the community's peak business days.

The Franklin Square National Bank has set up "Project Records" for each of the store owners, and to date more than \$170,000 has been earmarked to rebuild the community's Main Street. This backing of an idea with cold cash is perhaps the best evidence of the faith the community's retail merchants have in the idea. It is their notion, and a sound one, that the increased attractiveness and customer-comfort they are saving now to provide will mean:

Working together as a team, local business men, butchers, bakers, lumber dealers, builders and bankers—are saving their earnings to lift the face of their Main Street in Franklin Square, Long Island.



BELOW you see another view of how the Main Street store fronts look today.

1. Wider variety of goods
2. Increased number of customers
3. More sales per customer
4. Increased profit
5. Increased commercial property values
6. Increased residential property value
7. Finer working conditions
8. Greater customer satisfaction.

The Franklin Square project is another illustration of the methods private industry can and should use to bring its power of organization to bear on the job of postwar repairs and remodeling in the commercial field. It is an excellent plan under which builders, lumber dealers, bankers and retail business men can work together, to their mutual advantage and that of the community. It will put men and money to work and, as Chairman Green, who since has been "drafted" for the duration to head up C.E.D.'s Committee on Special Problems of Small Business, describes it:

"The money being saved for these postwar purchases is not diverted from war bonds. Franklin Square has oversubscribed its quota on every drive, and the bank uses the money saved to purchase institutional war bonds. The money being saved is diverted from the 'fluff of spending now.' It's going for postwar sales instead of 'going down the hatch.' If put into operation nationally, the plan could make nine billion dollars available in the early postwar period for replacements and for catching up on our needs. This amount of private expenditure could provide work for 25 to 30 million people without one war bond being cashed."

And, we may add, would attractively rebuild thousands of America's Main Streets.



Promoter of This Plan for Main Street Face Lifting Will Help Others

SO DOWNRIGHT practical in its purpose, so efficient in its execution—officials of the Committee for Economic Recovery asked: "Who is the spark plug who set this thing afire?"

THE ANSWER named C. William Green, business manager and public relations director of Franklin Square National Bank.

RESULT: Green is now Director of the Committee on Special Problems of Small Business for C.E.D.—on leave of absence from his job with the bank. Write him about the facial condition of your Main Street and ask what to do about it.

HANDY NOTEBOOK WORK SHEETS

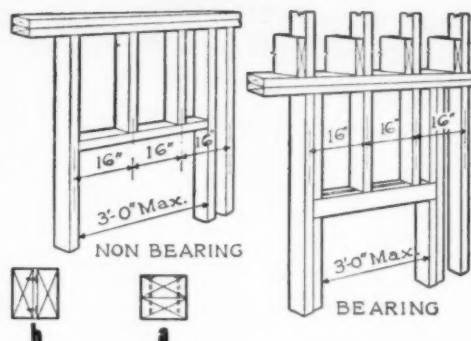
American Builder JOB HELPS

Prepared by
Don Graf

Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

HOW TO FRAME 3 FEET MAX. OPENINGS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



The framing of an opening depends on two things: the width of the opening, and whether the partition in which it occurs is bearing or non-bearing. The illustrations show the proper method of framing openings 3'x0" or less in width.

In a non-bearing partition a single 2 x 4 is satisfactory as a header. It is sufficiently strong and lessens the likelihood of plaster cracks due to movement of a double member. However, it often happens that the use of wide trim requires doubled 2x4s to provide nailing.

In load-bearing partitions or walls the header should be doubled and should rest on doubled studs, as shown. 2x4s placed horizontally, as at a, do not provide the strength of studs laid vertically as at b. The strength of double horizontal studs depends upon very secure nailing together. Vertical studs require lath spacers to bring their thickness to 3"

HOW TO ESTIMATE SOFTWOOD FLOORING

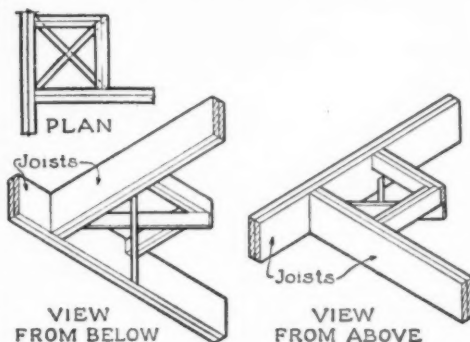
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

Net Sq. Ft. of Floor	BOARD FEET TO ORDER				
	Nominal Size of Flooring				
	1 1/16 x 3 3/4	1 1/16 x 3 3/4	1 1/16 x 5 1/16	1 1/16 x 5 1/16	1 1/16 x 5 1/16
1	1.6	1.9	1.2	1.5	1.8
2	3.2	3.9	2.3	3.0	3.6
3	4.9	5.8	3.5	4.5	5.4
4	6.5	7.8	4.6	6.0	7.2
5	8.1	9.7	5.8	7.5	9.0
6	9.7	11.7	6.9	9.0	10.8
7	11.3	13.6	8.1	10.5	12.6
8	12.9	15.5	9.2	12.0	14.5
9	14.6	17.5	10.4	13.5	16.3
10	16	19	12	15	18
20	32	39	23	30	36
30	49	58	35	45	54
40	65	78	46	60	72
50	81	97	58	75	90
60	97	117	69	90	108
70	113	136	81	105	126
80	129	155	92	120	145
90	146	175	104	135	163
100	162	194	115	150	181
200	323	389	230	300	361
300	485	583	345	450	542
400	647	777	460	601	722
500	809	971	575	751	903
600	970	1,166	690	901	1,084
700	1,132	1,360	805	1,051	1,262
800	1,294	1,554	920	1,201	1,445
900	1,455	1,748	1,035	1,351	1,625
1000	1,617	1,943	1,208	1,502	1,806

The table figures read in board feet required, not in square feet. Five per cent has been allowed for waste, cutting and matching. EXAMPLE. To cover 473 square ft. of floor you need to order $647 + 113 + 5 = 765$ board feet of 1 1/16" x 3 3/4" softwood flooring.

HOW TO FRAME CANTILEVER PLATFORMS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



There are many locations in framing where a cantilever platform is required. These places occur in fire-place hearths, at turning of stairways, particularly. The same principle of support may also be applied to shelves which must support relatively heavy weights, occurring in inside corners.

The trimmers which form the nailing for the sub-flooring are doubled, as shown in the drawing, but they do not need to be as deep as the two supporting members beneath since they do not actually carry the load themselves. The lower diagonal member must be a sound piece of wood since it carries a concentrated load at its middle.

Resting on the lowest member we have the cantilever piece which carries the corner of the platform. The end of this piece should be nailed in the corner with nails sloping upward since this end will tend to move up. The size of all the the members will depend upon the depth of joists and the size of the platform which must be supported.

Reconversion and Remodeling Markets Are Wide Open for Profitable Work

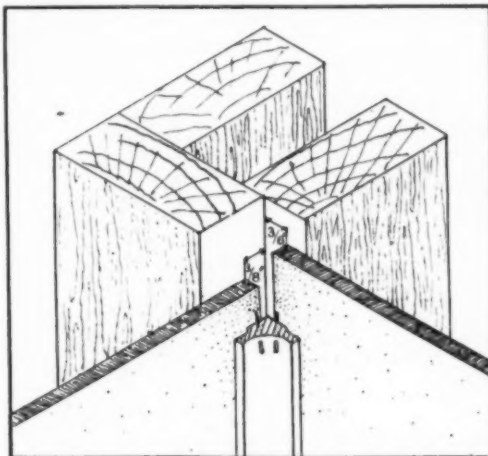
Co-operation on the part of government in relaxing restrictions on both materials and the amount of money a home owner can spend in making over his house for suitable occupancy is making many good jobs available. Such work will progress quickly before the total letting loose of the strangle hold on complete new-home construction occurs.

G-I Joe and his new bride will need separate rooms in the old homestead until they can get a house.



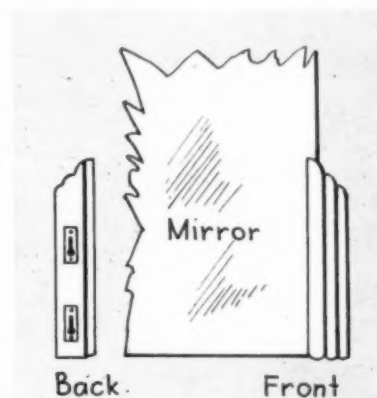
How to Apply Corner Moulding to Wallboard

APPLYING wallboard in one piece the full length or width of a room calls for proper handling at the corners. According to the Upson Company engineers, this should be done in the following manner. Leave $\frac{3}{8}$ inch between the ends of the wallboard in each corner of the room. Apply the baseboard around the bottom and the cove moulding around the top. The Shadow - O - Line moulding is then applied in the corners. Nail into the framing through the space between the panels. Do not nail into the edge of either side wall panel. If the wallboard is to be painted, it is a good idea to paint the surface near the edges before the moulding is applied in the corner.



How to Install Mirrors Over Mantel Shelves

INSTALLING mirrors has always been more or less of a specialized job but the Pittsburgh Plate Glass engineers have simplified it insofar as the fastening of mirrors resting on mantel shelves are concerned.

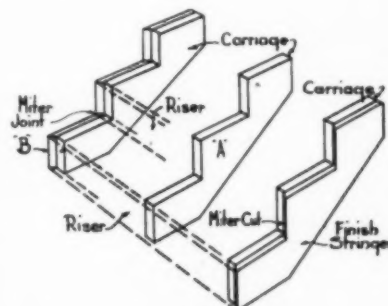


Two brackets, as shown in the illustration, are available and they fit on either side of the bottom end of the sides of the mirror. Four holes are drilled, with a star drill, in the masonry wall. The holes are filled loosely with lead wool and the screws driven into the wool so that the heads project about $\frac{1}{8}$ inch from the wall.

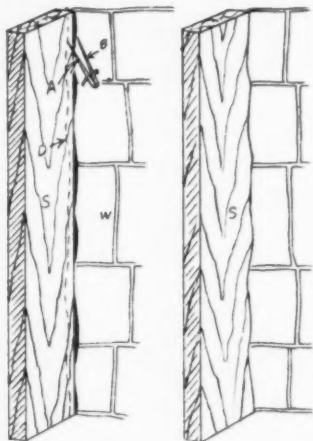
The wall side of each bracket contains two recessed eyes which fit over the screw heads. A downward pressure fixes the brackets and the mirror in place. The brackets are available in two-tone ivory or plain so they can be painted to match the wall or woodwork of the room.

How to Apply Trim to Porch Steps

CUT side finish stringers the same as the carriages except that the riser cuts are mitered. The tread cuts on the finish stringer are cut square the same as the carriages. Cut a right and a left hand mitered stringer of $\frac{3}{4}$ inch stock. Assemble the mitered stringers to the carriages, keeping the tread cut of the stringer flush with the tread cut of the carriage, and the short point of the riser miter-cut flush with the riser cut of the carriage. Miter the ends of the risers. Nail them to the miter cuts of the finish stringers and the carriages. Place and secure the intermediate stair carriage (A) to the riser boards, keeping the tread cuts flush with the tops of the riser boards. Nail through the face of the riser boards into the carriages. Cut the treads long enough to project outside the finished stringer on each side the same distance they project over the risers at the nosing. Nail cove mouldings under treads at risers.



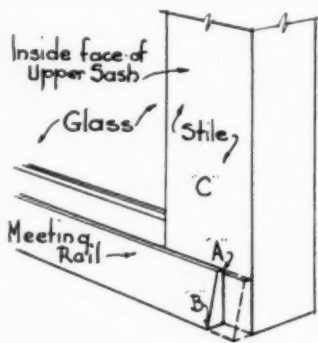
How to Scribe and Fit Boards to Irregular Surfaces



REMODELING and conversion jobs often call for fitting boards to irregular surfaces. To do this, set the board against the irregular wall, plumb the board and hold it fast with nails or wedges. Set the scribe point to a distance equal to the greatest space between the board and the wall. Start scribing at the top, holding the leg (B) of the scribe against the wall and the other leg in contact with the surface of the board. Scribe the line (D) on the face of the board by following along the contour of the irregular surface. Hold the scribe constantly in a level position. Always be sure the board is held in a plumb position while scribing, and that the pencil mark on the surface of the board is distinct. Remove the board to saw horses or a bandsaw table for sawing the edge.

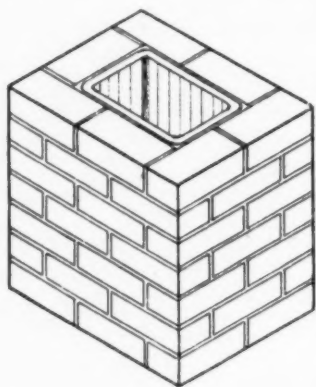
How to Fit Double-Hung Window Sash

REMOVE the parting strips from the side jams of the frame. Cut and plane the horns of the upper sash and fit it to the frame. Measure the distance the parting strip projects beyond the face of the jamb, which is usually about $\frac{5}{8}$ inch, and mark this distance on the meeting rail as shown at (A). Square this point and saw the piece out, doing the same at the other end. See that the sash slides freely the entire distance of the frame. Put it up to the top and drive a nail under the meeting rail to hold it temporarily. Fit the lower sash in the same way. Place it in the frame and set a scribe to the distance the top of the meeting rail of the bottom sash is above the top of the meeting rail of the top sash. Scribe the bottom rail of the bottom sash to the sill. Set a T bevel to the sill slope and mark the side rails of the bottom sash. Cut and plane the bottom rail, following the bevel cut. Both upper and lower sash must slide freely all the way.



How to Figure Costs of Brick Chimneys

A CHIMNEY with an 8 by 8 inch flue lining takes 26.16 common brick per foot of height, and .05 cubic feet of mortar. Labor for mason and helper is .40 hour. The figures for an 8 by 12 inch flue are, respectively, 30.5 common brick, .06 cu. ft. mortar, .45 mason and tender hrs. For a 12 by 12 inch flue, the figures are 34.58 common brick, .08 cu. ft. mortar, and .51 mason and tender hours. For an 8 by 12 inch flue, as illustrated, plus the cost of the flue lining, the chimney will cost per foot, for brick at \$17 per M, \$.52; plus a lining at \$.44; plus mortar at \$.32 per cu. ft. or \$.03; plus .45 mason hours at \$1.00 per hr., or \$.45; plus .45 tender hours at \$.50, or \$.23. This totals \$1.67 which is the cost per foot at the prices of material and labor given. Other chimney sizes are figured the same way. For face brick, substitute the cost of face brick and add .05 to the hour time of mason and helper. The cost figures are the only figures that will vary much and by substituting local costs for the ones given you can arrive at your own costs.



Another of

Methods as Detailed on Opposite Page Show Framing for Plaster Board Walls

DRY WALL construction varies according to the type of wall board used, but for gypsum plaster board the details on the opposite page explain first class treatment. Some variation will occur due to the size and thickness of board used, yet in general the applications outlined will prove to be entirely adequate for average board.

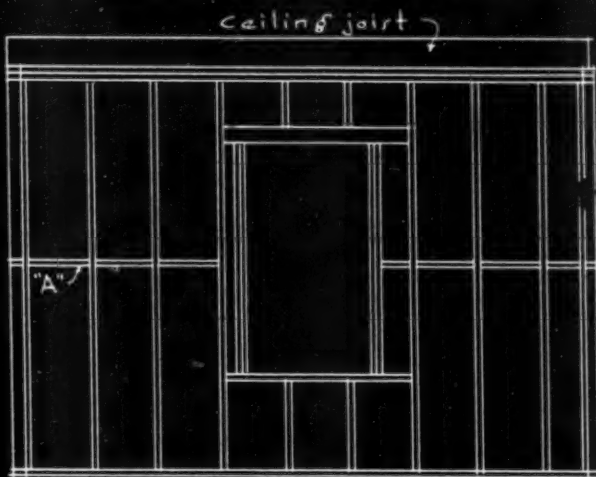
The method of framing is important to assure proper backing for the gypsum board. Outside corners and where partitions join outside walls call for good backing. The drawings show how this should be done. Ceiling construction must also be such that adequate nailing surfaces are provided. At the bottom of the plate are shown different ways of applying board at different types of door and window frames.

PREPARED FOR
AMERICAN BUILDER
BY
R. J. ALEXANDER

Plate No. 1-B is the first of a series having to do with the application methods of various types of building materials. The application methods of gypsum board vary as to type of joints used. The details show how plain square joints are put up with a scant $\frac{1}{8}$ inch between the edges of the boards. The nail heads are sunk slightly and cracks filled with special crack or gypsum board finisher.

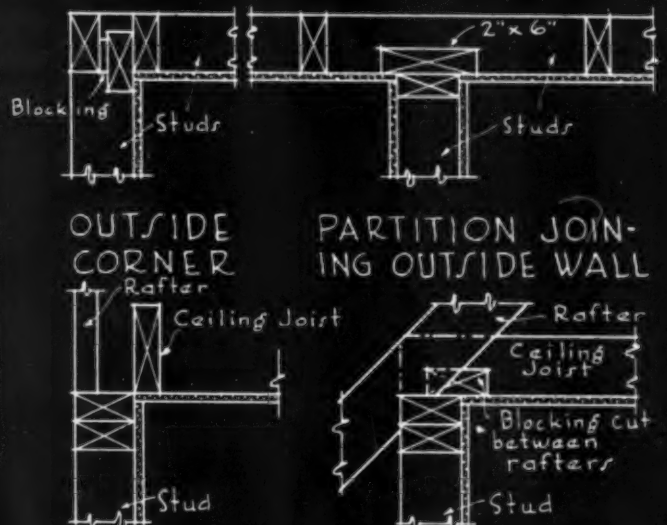
For gypsum boards that have specially prepared edges for the use of tape over the joints, the application processes are explained. In such cases, it will be wise to check with the directions of the manufacturer, and to use his prepared cement and materials for the purpose.

Nº 1-B. DRY WALL CONSTRUCTION - GYPSUM PLASTER BOARD.



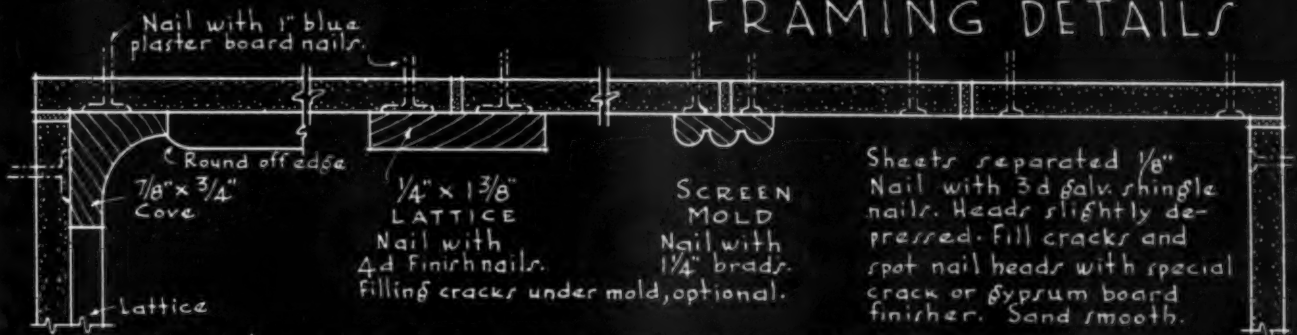
FRAMING FOR HORIZONTAL APPLICATION OF BOARD.

Use horizontal blocking "A" with $\frac{1}{4}$ " and $\frac{3}{8}$ " board. Not required if $\frac{1}{2}$ " board with taped joints is used.



CEILING CONSTRUCTION

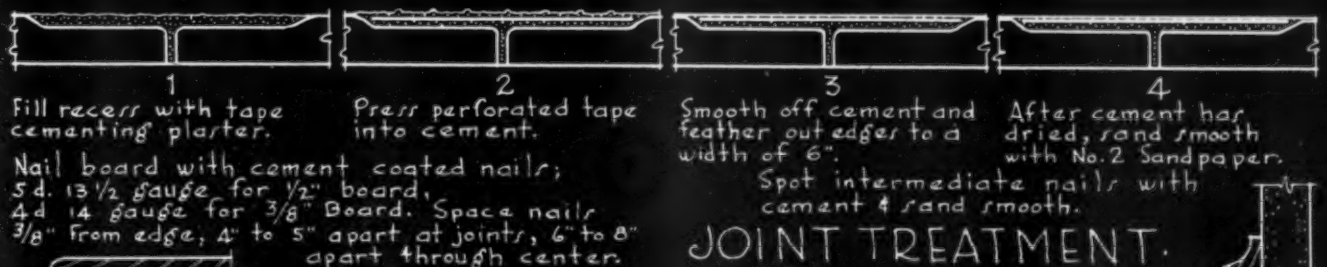
FRAMING DETAILS



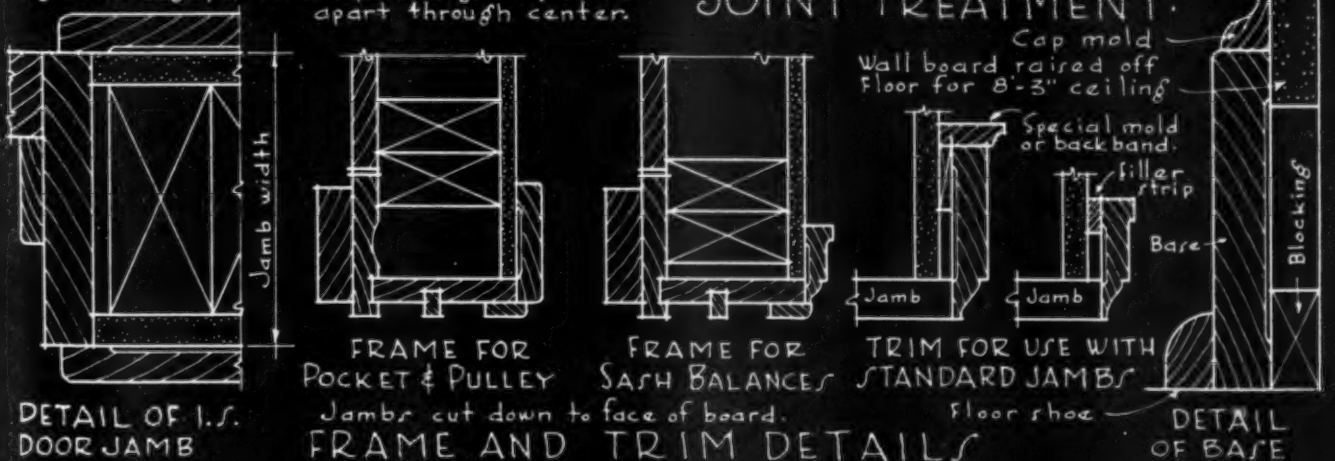
CEILING CORNER

JOINT TREATMENT FOR $\frac{1}{4}$ OR $\frac{3}{8}$ BOARD WITHOUT TAPE.

WALL CORNER



JOINT TREATMENT.



DETAIL OF L.S. DOOR JAMB

FRAME FOR POCKET & PULLEY

Jambs cut down to face of board.

FRAME FOR SASH BALANCES

TRIM FOR USE WITH STANDARD JAMBS

DETAIL OF BASE

FRAME AND TRIM DETAILS

AMERICAN BUILDER'S Technical Section

MODULAR PLANNING

Co-operation Between Designing and Product

This is the Second of a Series of Articles on the Application to Building Plans and Details of Modular Masonry Co-ordination

CO-ORDINATION OF MASONRY—Standard unit sizes plus the mortar joint provide a uniform and convenient layout unit for the correlation of building dimensions. The co-ordination of masonry will permit the combination in one wall of various classes of masonry, using different thicknesses of mortar joints. Standard co-ordinated units and shapes will permit the construction of jambs and heads of masonry openings that are satisfactory for the installation of standard co-ordinated building products such as doors and windows. The methods of accomplishing these objectives are stated in the proposed American Standard, A62.2—"American Standard Basis for the Co-ordination of Masonry."

NOMINAL UNIT SIZES—Masonry unit sizes are based on standard nominal units which include the thickness of the mortar joint. Standard joint thicknesses are established for each type and grade of product and are either $\frac{1}{2}$ ", $\frac{3}{8}$ ", or $\frac{1}{4}$ ". Co-ordinated masonry units are manufactured in sizes equal to the standard nominal unit less the thickness of the mortar joint.

The nominal dimensions of masonry units in length, width, and height are taken to center lines of mortar joints as shown in Figure 7. Thus a rectangular masonry unit has six nominal faces, each spaced from the actual faces by half the thickness of the mortar joint ($\frac{1}{2}j$).

Nominal thicknesses of walls correspond to the nominal widths of units. Nominal faces of walls are spaced $\frac{1}{2}j$ from the surface of the masonry.

In the following text all unit sizes and masonry dimensions are **NOMINAL** unless otherwise indicated.

HORIZONTAL LAYOUT—Walls 4", or any multiple

of 4" in thickness, are laid out with nominal faces on grid lines as shown in Figure 7.

Walls 6", 10", or any multiple of 4", plus 2" in thickness are laid out with one nominal face on a grid line and the other between grid lines, as shown in Figure 8. This unsymmetrical grid location places units correctly on the grid along the wall with a minimum of cutting or supplementary unit sizes at corners.

Along the wall in stretcher courses, joints between ends of 8" or 16" stretchers are normally on grid lines as

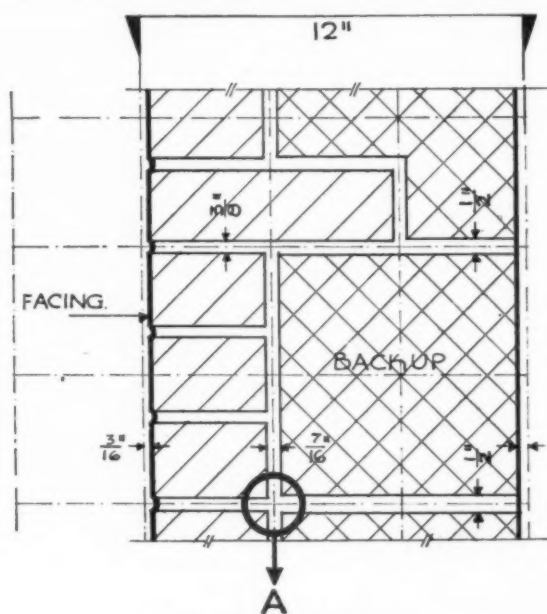


FIG. 10—SECTION COMPOUND WALL

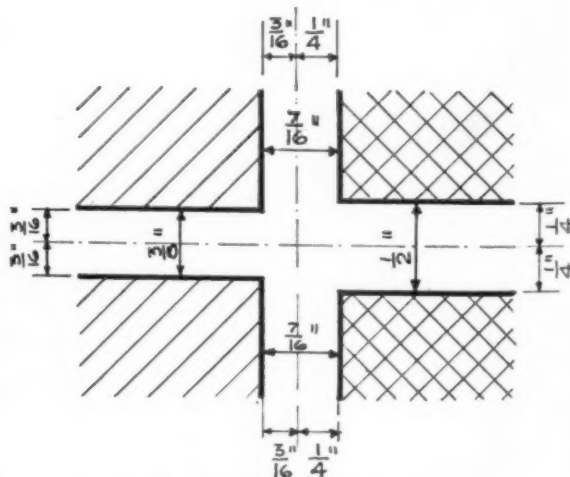
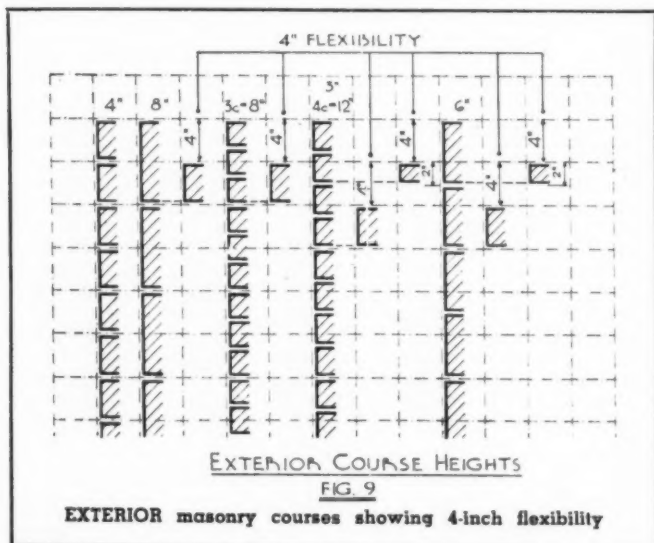


FIG. 11—DETAIL OF MORTAR JOINT A.

WALL units of various sizes retain their face positions



in Figure 7. Joints between ends of 12" stretchers are on grid lines and between grid lines in alternate courses with half bond. These joints may be placed on grid lines if third bond is used. It should be noted that with 12" stretchers, 4" wide, the corner unit is shortened by 2", either by cutting or by the use of 10" supplementary lengths.

With 8" stretchers, 4" flexibility in wall lengths is obtained by reversing the bond at corners. The substitution of an 8" for a 12" or a 12" for a 16" stretcher also gives 4" flexibility.

VERTICAL LAYOUT—Joints between courses 4", 8", or 12" high are on grid lines. With brick, three courses to 8" in height, joints between every third course are on grid lines, 8" apart, as shown in Figure 7. With 3" high brick, four courses to 12", joints between every fourth course are on grid lines, 12" apart. With units 6" high, joints between courses are alternately on grid lines and between grid lines.

Four-inch flexibility in vertical wall dimensions can be obtained by introducing 4" or 8" heights as required. It has been suggested that "flatters" 2" high would serve many useful purposes with modular masonry. The use of these and 4" heights, which may be rowlock brick, is indicated in Figure 9.

COMPOUND WALLS—Different types of masonry units and materials, with different thicknesses of mortar joints, are frequently combined in one wall. For any such combinations the nominal faces of units retain their correct locations relative to the grid, as shown in Figure 10.

As shown in Figure 11, mortar joints between units which use different joint thicknesses are equal to the average of these thicknesses.

THESE pages of *American Builder's Technical Section* are an explanation of modular planning as related to building design for architects, engineers and builders. They explain the application to building plans and details of dimensional coordination as provided by the American Standards Association project A62, and are sponsored by the American Institute of Architects and by The Producers' Council.

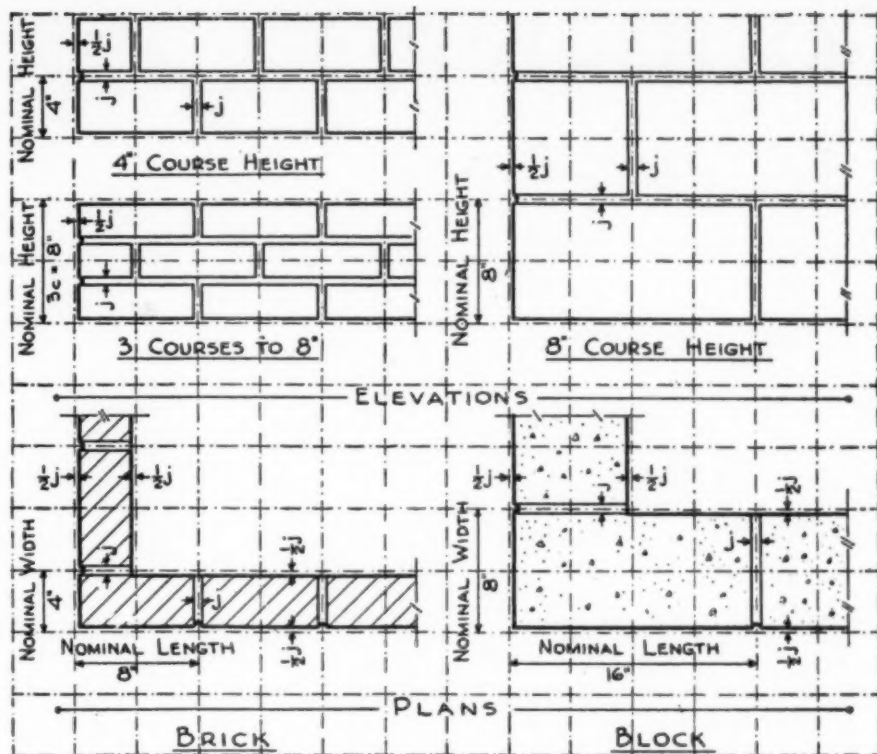


FIG. 7

THE use of the grid modifies the regular drafting technique in laying out buildings and details. Marked advantages will accrue to the designer in using the grid, and the use of modular products will create economies in manufacturing and erection, all of which will benefit the owner. There is a minimum of cutting and waste

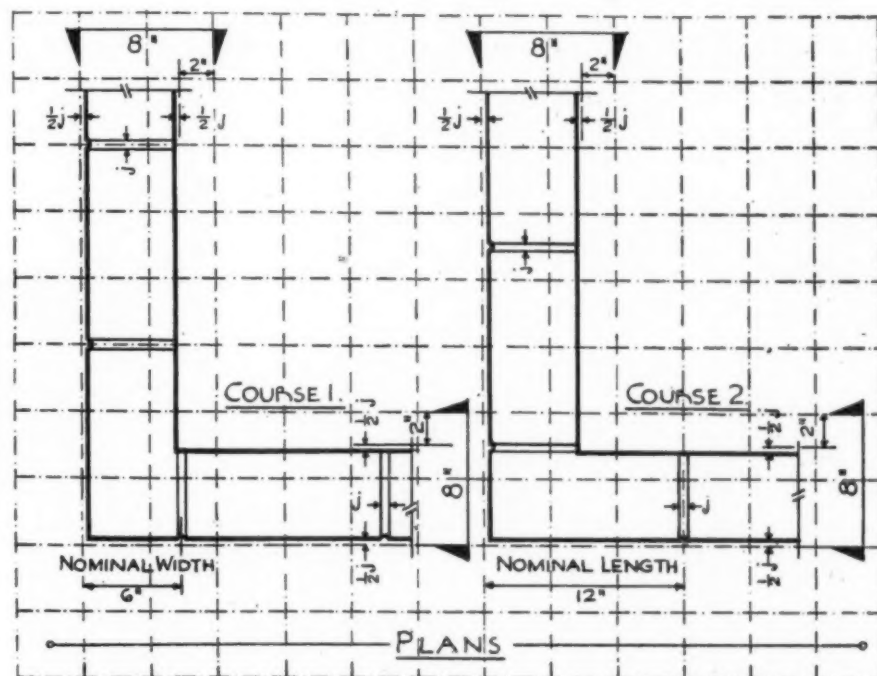


FIG. 8

KEEPING POSTED

CATALOGS and

HOW-TO-DO-IT INFORMATION

68—WODACK "DO-ALL" INVITES your investigation because this handy and versatile tool does jobs quicker and faster whether you want to hammer or drill. Concrete, wood, and metal give up and accept the drilling of this electric hand tool—metal up to $\frac{3}{8}$ of an inch, concrete to $1\frac{3}{8}$ inches, and wood $\frac{3}{4}$ inch. The tool strikes 2400 blows per minute, and the universal type is either AC or DC, and 110 or 220 volts, 25 to 60 cycles. The Wodack Electric Tool Corp., Chicago, are the manufacturers of this portable tool, and there is a leaflet describing it available.

69—NECESSITIES FOR YOUR BUILDINGS—from now on, in the line of equipment that will make them successful and salable, are contained in a new 20-page booklet which is offered, via the coupon below, by The Majestic Co. Colorful and well-illustrated with precise descriptive matter, the booklet covers attic fans, basement sash, coal chutes, fireplace equipment, incinerators, package receivers, wall boxes, and other necessary items to make a complete house or building. In short, here are necessities not luxuries, and keeping posted is smart business.

70—NOISE ABATEMENT VIA PLASTER—is the last word in taking the rattle out of noise bounding back and forth in a room. Given the name of "KILNOISE" by the Kelley Island Lime and Transport Co., this acoustical plaster is applied by a plasterer with his regular tools in the usual manner. In addition to its high sound absorption, the plaster has high light reflection, has a pleasing texture, is light weight, and if not desired in its natural white, it can be tinted to suit any interior decoration scheme desired. Everybody knows the Tiger Brand and this is a new addition to the line.

71—LOOK TO YOUR KITCHENS—BUILDERS—is as smart a warning as can be thought up for the new homes from here on out. It's the wife and mother of the buying family who most often says "yes" or "no" to the proposed purchase of a new home, and she does so *after* her keen appraisal of the kitchen, never before. While the Revere Cooper & Brass Co. do not sell the kitchen equipment outlined in their 20-page booklet, they do present very interesting and thoughtful material which is good to know about. "The Living Kitchen Where Drudgery is Banished" is a heading on page 3, and the booklet contains floor plans and detail drawings, as well as analytical reading matter which takes apart the kitchen and its equipment and puts it back together again. This is thought-provoking material.

72—HOW AND WHERE TO USE MORE WINDOWS—is the current information contained in a booklet by the Curtis Companies Service Bureau. As every builder knows, Curtis windows have been with us for years, and it is obvious that they know what they are talking about. Mr. and Mrs. America, as Curtis puts it, should be relieved of the confusion as to how to go about using more windows when building or remodeling, and to learn about window uses and abuses. Put this booklet number on the coupon and get acquainted with the buying public's desires regarding windows.

73—MY KINGDOM FOR A GOOD PUMP!—might well be the cry when the removal of water is badly needed from a flooded basement or an excavation. Not only pumping *out* water by a Rex Speed Prime Pump, but bringing water from there to here where it is needed, is the easy work of one of a variety of centrifugal pumps very adequately described and illustrated in a new 20-page booklet by the Chain Belt Co. of Milwaukee. How much water do you want to move? Say from 3,000 to 125,000 gallons per hour? Send for this booklet and see for yourself. And speaking of cement mixers, there is a new catalog of Rex mixers that will complete your keeping-posted file under these subjects. Both on number 73 coupon.

74—SCIENCE HAS TAKEN CONFUSION—and ignorance out of heating control, structural stability, airconditioning, and sound reduction. So says the National Gypsum Co., which has just put out a booklet to answer your questions about them in an accurate, impartial and practical way. The well-illustrated booklet is both humorous and serious. There are facts and figures and comments which explain the sound reason for de-bunking the push-button, miracle house the "dear public" has been led to believe will emerge from its cocoon that was dormant during the war. Herbert Johnson drew the cartoon on the cover.

75—TOUGH FLOORS FOR TOUGH CONDITIONS—is the definite announcement of the A. C. Horn Co. on Long Island. A leaflet illustrates and describes a new sort of floor, "Ferem Floor" which is as hard and ductile as a blue-tempered steel cold chisel. Illustrations show a carborundum wheel cutting a regular concrete floor and notching a concrete floor with a metallic covering, but merely polishing the Ferem floor. The Ferem component is mixed with Portland Cement and water, and costs no more to pour and finish although the material itself is more expensive than sand and gravel. There are many small as well as large floor areas where such a finish concrete floor can be used.

76—AUTOMATIC COAL BURNING BY STOKER—isn't news, but the improvements in stokers, as described by the Kol-Master Corp. of Oregon, Ill., who have been manufacturing stokers for 15 years, *is* news. For the home there is a Kol-Master "Challenger," which has a 2-motor synchronized control of air and fuel feeds. Among other new devices, this stoker has what the manufacturer calls a "reverse flight" feed-screw which maintains an even fire bed. Interesting and instructive material this, as described and illustrated in a new leaflet recently made available.

♦ ♦ ♦

The booklets and catalogs listed on this page will be sent free without any obligation to the reader.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department,
American Builder,
105 W. Adams St., Chicago 3, Ill.

(October, 1944)

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers

Name

Street

City State

OCCUPATION*

*Please note that occupation must be stated if full service is to be given

Available NOW

for these Four Essential Jobs!

Ro-Way OVERHEAD TYPE DOORS

These Doors, with exclusive features which have made them so acceptable on Industrial, Commercial and Government jobs, should also be considered for your agricultural buildings, such as Implement Barns, Dairy Barns, Cattle Barns, etc.

They combine full clearance of the door opening with ease of operation and day-in, day-out, year-in and year-out dependability.

If you are planning on building or remodeling any of these four types, it will pay you to investigate the many exclusive advantages Ro-Way Overhead Type Doors offer.

Write for complete new Catalog of Ro-Way Overhead Type Doors. See our Catalog in Sweet's.

ROWE MANUFACTURING CO.

781 Holton Street, Galesburg, Ill., U. S. A.

*There's a
Ro-Way for
every Door way!*



**AGRICULTURAL
BUILDINGS**



**INDUSTRIAL
BUILDINGS**



**COMMERCIAL
BUILDINGS**



**GOVERNMENT
BUILDINGS**

HOW THE GOLDEN GATE BRIDGE HELPS

The Golden Gate Bridge, world's largest span, was finished in 1937 — Into it went over 100,000 tons of steel. 80,000 miles of steel wire in the two great cables alone. Ceco provided 1,800 tons of special steel floor trusses on which the six lane roadway was laid.



ENGINEERING TAKES

Residential C
to all types



Ceco's lin
Casement
mercial P
Security

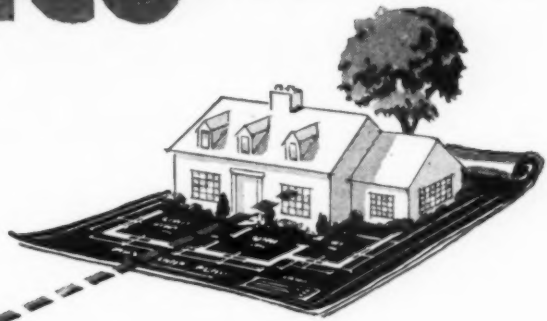
OTHER

All types of
Metal We
Steelforms
forcing Bar

CECO S

Manufact

LPD MAKE A BETTER CECO WINDOW



THE ANSWER LIES IN ONE WORD . . . ENGINEERING.

The great six lane roadway that stretches out across the bay required engineering with unusual precision . . . Suspended 220 feet above the bay it must withstand the tremendous stress and strain of great wind and heavy traffic, must fit to the fraction of an inch to carry year after year its terrific load. This roadway was laid on 1,800 tons of special steel floor trusses designed and supplied by Ceco—a job that took precision fit and skilled engineering.

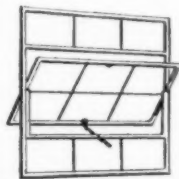
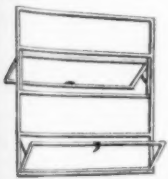
The Ceco Steel Window, like the Golden Gate Bridge, is precision built, is durable, is beautiful . . . for men who work on monumental structures build "small" with the same engineering precision they build "big."

This gives the Ceco window advantages in operation and installation, a perfect weather tight seal under all conditions, longer life, and greater beauty. For *home builder* or *bridge builder*, Ceco construction products and Ceco Steel Windows do a better job—through better engineering.

What the CECO engineered window means to Architect, Builder and Home Owner

1. Precision Engineering means an extra tight all weather seal—keeps out cold, dust, rain—keeps heat in.
2. Precision Engineering means easy opening, and closing—no sticking, warping, or swelling. Ceco Windows always fit.
3. Precision Engineering means a far greater light area, lets more sunlight in, easier to see out.
4. Precision Engineering means controlled ventilation—you'll always catch stray breezes—control draughts.
5. Precision Engineering means permanence—Ceco Steel Windows use more steel, last the lifetime of your home.
6. Precision Engineering means Bonderizing, a special process for sure protection against paint failure and rusting.
7. Precision Engineering means all these important advantages at no premium cost!

Residential Casement—a sun-maximum window of proven adaptability to all types of architecture in the residential and apartment field.



Ceco's line of Steel Windows includes Light and Intermediate Casements, Basement Windows, Architectural Projected, Commercial Projected and Pivoted Windows, Continuous Windows, Security and Utility Windows, Mechanical Operators, etc.

OTHER CECO ENGINEERED PRODUCTS:

All types of Steel Doors, Metal Frame Screens, Metal Lath, Metal Weatherstrips, Steel Joists, Steel Roof Deck, Meyer Steelforms, Adjustable Shores and Clamps, Concrete Reinforcing Bars and Welded Fabric.

CECO STEEL PRODUCTS CORPORATION

General Offices: Omaha, Nebraska

Manufacturing Division: 5701 W. 26th St., Chicago, Ill.

IN MAKES THE BIG DIFFERENCE IN CECO CONSTRUCTION PRODUCTS

National Committee on Housing Recommends Super-Housing Agency

OUTSTANDING controversial event of the past month was the issuance of a report, "Recommendations for a Housing Program and Policy," by the National Committee on Housing, Inc., headed by Dorothy Rosenman.

Jammed with proposals affecting the future of the home building business, the report has many sound recommendations. But at the same time it includes a number of proposals that the bulk of the private building firms of the country will take strong issue with.

Outstanding in the controversial points of the report are the recommendations for one Federal super housing agency and for the continuation of programming and priority controls for the time being.

Although the report was issued with the approval of the NCH Board of Directors, there were three dissenting votes and not every member of the Board concurred in all the recommendations. The Committee was headed by Thomas C. Boushall, President, Morris Plan Bank of Virginia. The recommendations include:

1. Plans now for orderly reconversion of building materials industry, covering all items in home construction, to avoid future bottlenecks.

2. Continuation of controls and programming activities by NHA to be relaxed as soon as conditions permit.

3. Continuation of price controls so long as housing demand substantially exceeds supply.

4. Extension of time in which GI Bill may be used in order that possible concentration within the period now provided might not be inflationary.

5. During transition period, priority on materials to private enterprise except where acute condition calls for public housing.

6. One super-housing agency.

The above proposals are intended to cover the transition period primarily. Items 2, 3 and 5 will be subject to interpretation as to the matter of continuing need.

As to a permanent program, the Committee recommends a free home building industry as soon as possible but stronger local controls on planning and building of new sub-divisions. It asks also for replanning and rebuilding of decayed or blighted areas, unification of zoning and building code regulations, expert technical assistance, not available locally, for municipalities and other governing bodies, the formation of neighborhood associations to promote adequate maintenance, and education of home owners on the advantage of proper care. The general reaction to most of these proposals is approval, but it appears also that several of them would provide a number of activities for the proposed super-agency.

On the subject of urban redevelopment, the Committee recommends local planning commissions and adoption of a master plan for each municipality; preparation of general plans for rede-

velopment of specific areas, and establishment of techniques for measuring the amounts of loan and subsidy funds necessary to achieve this purpose; tying in of all public works with the master plan; state legislation creating and giving wide powers to urban redevelopment corporations; ordinances for demolition of unsafe buildings; up to date building codes and zoning ordinances; power of eminent domain to a municipality or municipal agency for clearing, re-planning and ultimate sale; ordinances for the control of new subdivisions. The municipality is charged with the responsibility of determining whether there will be adequate accommodations.

The report divides the total housing need into four groups:

1. The higher income groups to be served by private enterprise.

2. The next income groups to be served by private enterprise or with the help of FHA insurance.

3. The next lowest group which can be served only by development of home ownership and financing (suggested large scale rented housing operations by banks, etc.; limited dividend housing companies; cooperative or mutual ownership jobs).

4. The lowest income group which must be supplied by public housing.

Finally, the Committee calls for a national market analysis service under the direction of a super-agency, and a federal program of research and study to be similarly directed.

Blandford disagrees with American Builder article on H2 Housing

FOLLOWING is the text of a letter from National Housing Agency Administrator John B. Blandford taking issue with the article, "H2 Program Packs a Punch That Can Blacken the Eye of Private Home Building," published in the September American Builder.

Dear Mr. Mason:

I have just read the publicity on your article in the current issue of the American Builder. The title of the article, "Housing Agency Bypasses Congress to spend 100 million for Public 'War' Housing," is as inaccurate as the text.

Even if the text were factual, it would be difficult to understand your reasoning. You say that the "H-2" program makes provision for building 125,000 homes with private capital, which means an investment of at least \$750,000,000, while the most you claim is that someone plots \$100,000,000

worth of publicly financing housing. The comparison hardly indicates bias against private financing. However, this reasoning is no more faulty than your attack on other phases of the "H-2" program and your statement that the mortgage process, by requiring a down payment of \$2100, would "automatically label an "H-2" house as not having a value in excess of \$6,000.

It would seem unnecessary to tell you that the "H-2" program was the only arrangement which could be made with the War Production Board and the armed services which would keep the private building industry alive in this difficult period. It provides, as you know, that housing can be built to relieve congestion in crowded war industry centers for others than in-migrant war workers. It is the first step toward the broader program which will come when more materials can be di-

verted from the production of weapons for war.

The top price limit for housing in this category was placed at \$6,000, except in "exceptional cases" where the limit could be raised to \$7,500—the "exceptional cases" being localities where building costs prohibit construction at a lower figure. This \$6,000 housing can be built on exactly the same basis as previous war housing—with FHA insurance protecting builders as before.

As for housing costing \$7500, on which Title VI mortgage insurance can only be allowed up to \$5400, your argument falls a bit flat; plenty of American lending institutions have done a pretty good business for a good many years with mortgages of 60% to 80%, without having their customers feel that the mortgage limitations set the value of the houses they sold. And a \$5400 mortgage on a \$7500 house is a 72% mortgage.

(Continued to page 130)

OK Lady, Give It the Works!



TORTURE TEST FOR MONOWALL—This sketch of the revolving drum, with one side removed, shows how five and one-half ounce slugs are continuously slammed at sections of Monowall in Armstrong's laboratory tests.



Sure, this is staged! No housewife would want to hurl iron slugs at Monowall—but Armstrong does, to prove it can take hard knocks.

"IMPACT abrasion test," illustrated above right, is only one of the many "torture tests" Monowall undergoes in the Armstrong Laboratory. As the action illustration indicates, Monowall is tested in advance, under conditions far more severe than ordinary use. Actually, Monowall may be bumped by any mobile object from a mop handle to a tricycle.

These tests show that the high peacetime quality standards of Armstrong's Monowall are being maintained. Monowall is tough . . . keeps its gleaming smoothness and bright

true colors . . . stays new looking. You can install it with confidence.

Labor shortages won't hamper you when you use Monowall. The large, light panels go up fast on walls and ceilings with Armstrong's CM-50 Cement. No special preparation is needed—no waiting for plaster to dry—no finishing. It isn't unusual for one man to complete an entire room in one day. That's why Monowall means extra jobs you can handle now.

Monowall helps your customer solve his maintenance problems, too. It can be kept clean and bril-

liant merely by wiping it off with a damp cloth. Harsh cleaning agents are never required.

The range of popular plain colors and scored tile-designs now available in Monowall fits any decorative scheme—in kitchens and bathrooms of private homes—also in many areas in commercial and public buildings of all kinds.

Be sure you have full information and samples of Monowall. Write today to Armstrong Cork Co., Building Materials Division, 1610 Lincoln Street, Lancaster, Pennsylvania.



ARMSTRONG'S MONOWALL

MADE BY THE MAKER OF TEMLOK INSULATION—SHEATHING, LATH, DE LUXE INTERIOR FINISH

Windowalls

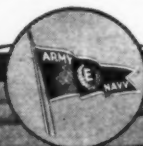
ANDERSEN COMPLETE WOOD WINDOW UNITS

HERE is beauty a la carte, served in a most charming manner with every meal. A dining room gains distinction because on one side it is walled with windows—WINDOWALLS that frame a commanding view of green fields, gardens and trees.

Walls of windows, windows that function as walls must be weathertight, as these most certainly are. They must likewise be engineered to permit ample ventilation—and these WINDOWALLS meet specifications.

These WINDOWALLS are made with Andersen Casement Window Units. Countless variations in size and arrangement can be made with Andersen Window Units.

FOR DETAILS, CONSULT SWEET'S CATALOG OR WRITE
DIRECTLY TO ANDERSEN





8 . SERVE A VIEW WITH MEALS

Andersen Corporation • BAYPORT • MINNESOTA

FREE!

The famous 64-page, fact-packed book that has stimulated thousands of men!



"Forging Ahead in Business" is a practical, thoughtfully-written book with "punch" and common sense on every page. It carries a message of vital importance to every man who wants to make more money, get a better job and improve his station in life.

Partial Contents:

- Law of Success
- Forging a Career
- Organized Knowledge
- Highway of Achievement
- Making Decisions
- Failure and Success

Noted Contributors

Among the prominent men who have contributed to the Institute's training plan, which is described in "Forging Ahead in Business," are: Thomas J. Watson, President, International Business Machines Corp.; Clifton Slusser, Vice President, Goodyear Tire & Rubber Co.; Frederick W. Pickard, Vice President and Director, E. I. du Pont de Nemours & Co.

Simply return the coupon below, and your FREE copy of "Forging Ahead in Business" will be mailed to you.

MAIL COUPON TODAY

ALEXANDER HAMILTON INSTITUTE
Dept. 191, 71 W. 23rd St., New York 10, N. Y.
In Canada:
54 Wellington Street, West, Toronto 1, Ont.
Please mail me, without cost, a copy of the
64-page book—"FORGING AHEAD IN
BUSINESS."

Name.....
Firm Name.....
Business Address.....
Position.....
Home Address.....

Cortright—

(Continued from page 77)

Pending the scrapping of L-41 various schemes for construction during the interim period are being advanced. One of these would involve a wholesale liberalization of the H-3 program—exemptions under L-41 to take care of hardship cases. It is now proposed to expand the definition of hardship housing so as to permit wholesale remodeling. Furthermore, if German resistance continues for many months, the H-2 program must be depended upon to pump life blood through our skeletonized industry. NHA, preparing for the worst, is properly following through with this purely interim procedure. Although minute in volume, specific allocations may be expected in the near future.

Let's maintain the record—The record established by private builders in meeting the demand for war housing is one of which we may well be proud. If this record is to be maintained, however, many future difficulties must also be successfully overcome. Employment disturbances brought about by contract revisions, production cutbacks and re-conversion will result in a lessening of both rental and sales demand in the near future. *Farsighted builders realize that well managed housing projects will suffer the least during the stress of unfavorable conditions. We must now provide the highest attainable standards of efficient management and operation.*

FHA offers consultation service

—Realizing that assistance may be needed by builders lacking experience in the operation of housing projects, FHA is making consultation service available and inviting discussion with its local office staff of problems directly related to good management, maintenance, tenant selection, tenant relationships, services, advertising and marketing methods. *Builders requiring this service are urged to discuss their problems frankly, and consider the advice and suggestions of local FHA officials.*

OPA security deposit regulation

—Without any advance warning, the Office of Price Administration has issued an Amendment to their rent regulations outlawing security deposits. Excepting that a deposit of \$10 is permitted to guarantee the return of such trivial articles as keys and ice trays, the order specifies not only that security deposits may not be taken in the future, but that all present deposits must be returned.

This harsh move by OPA was made in spite of past protests by NHA, FHA, prominent members of Congress and representatives of the home building industry. It is indeed difficult to understand the objectives of those who decided upon this manifestly unfair regulation. While it is true that in a few isolated cases landlords of new war housing have required unreasonably large deposits, the great majority of home builders throughout the country

have taken only one month's rental to be held in an escrow account to assure payment of rent and as a guarantee against unreasonable wear and tear of the new property and equipment. *For more than six months NHA has been urging OPA to permit a one month's deposit, which would be applied against the twelfth month's rent. The autocratic action OPA has now taken clearly indicates their unwillingness to be influenced by the informed judgment of these agencies directly concerned with the production and most efficient usage of war housing.*

This is the most damaging blow to the war housing program that has been struck since WPB ordered the cessation of all private construction on October 26, 1942. Builders will now be hesitant to take up the balance of the rental program without the protection that a modest deposit provides. Of even greater importance is the fact that those Title VI projects which, through lack of war worker tenants and greatly increased operating costs, may now be forced into foreclosure as there is a definite limit to the injustices and financial hardships home builders can stand. *OPA's action establishes a new high in administrative stupidity and NHA's move in this crisis must be prompt and effective.*

For the record—Last month, OPA Administrator Chester Bowles stated: "As quickly as wartime conditions permit, we must do away with all unnecessary regulation and leave tenants and landlords free to make their own arrangements." Later, in a speech at Dallas, Texas, Mr. Bowles indicated that the OPA was planning to continue general price controls for two years after the shooting stops.

Industry advisory committee disapproved by Department of Justice—Recognizing the full importance of the part the construction industry must play in the transition and post-war period, Donald Nelson approved the establishment of an Advisory Committee just before he left for China. Together with other representatives of the industry, your President was listed as a member of this all-important committee. It is with considerable regret that we must report that since Mr. Nelson's departure, the Department of Justice has refused to approve WPB's recommendation of the committee. The major hurdle seems to be that both buyers and sellers would be serving on the same committee and the problem of restraint of trade is involved. However, a solution to this can certainly be found, and it is hoped that Mr. Krug will find a satisfactory answer.

Virtually every other industry of major importance now has not only an industry committee, but a vice chairman at the WPB. Our industry should certainly be similarly dignified. One important official on the operational level can pull all the threads together and pro-

(Continued to page 127)

(Continued from page 126)

vide a focal point far more effectively than can scattered boards and commodity divisions.

Liberalizing occupancy regulations for publicly-constructed war housing projects, has been proposed in an amendment introduced by Chairman Lanham of the House Public Buildings and Grounds Committee. This amendment has the laudable purpose of giving preference to the wives of servicemen in filling up projects after the needs of immigrant war workers have been met. Also, honorably discharged veterans with families would be made eligible where vacancies exist. We doubt that NHA needs additional authority to make these facilities available to service families; in fact, administrative orders previously issued have thrown projects open to these families where there is idle space.

The serious aspect of the Lanham amendment is that it places official emphasis on a practice that will undermine the present law requiring the speedy removal of temporary projects after the war. Obviously, the task of removing these units will be made immensely more difficult if large numbers of service families are to be moved in during the interim. We are all for giving the service men every possible break, but Congress should look before it leaps!

NHA running house wrecking and salvaging experiments—

"White elephants into guinea pigs" aptly describes NHA's initial test tube operations with some of its publicly financed war housing. Houses never intended to be moved are being sawed up, moved and reassembled. Sixteen unit, two story buildings are being dismantled and rebuilt as detached one story dwellings while others are being converted into schools, clinics and barracks. Anxious to have a record of methods, complete as to cost, time and labor requirements, NHA is vigorously pushing work on these guinea pig projects.

Beaucroc's fables — Once upon a time recently, a Washington housewife sought to solve the clothespin shortage by making some of her own. She first called upon the OWI for advice but was referred to WPB. These good people assured her that she could buy 8,000 feet of lumber per month without a priority, but the lumber dealer then told her that her need must be the result of flood, fire, tornado, earthquake or storm. Undaunted, she then called upon NHA who referred her to FHA. Here she completed a four-sided questionnaire to be filed in triplicate, but because "life and limb were not endangered through lack of the material specified" the application wasn't approved. In the meantime her washing had rotted away and her husband ran off with the laundress!

651 Housing Authorities—Six hundred and fifty-one local housing authorities existed as of the last count!

Their growth, both in number and extent of activity, has been extraordinarily rapid. From 46 authorities in the country at the time the United States Housing Act was passed in 1937, the number has multiplied to 651.

Labor and Public Housing—At a time when the CIO has just come out with a recommendation for a huge public housing program it might be well for builders to review their own attitude toward labor. A large per cent of the home building work done before the war was non-union. Would labor be more likely to co-operate with private builders in a private postwar home building pro-

gram if the industry were more fully unionized? That is a question.

Prefabrication Defined—In a proposed Commercial Standard submitted by the Prefabricated Home Manufacturers Institute, we are glad to have a definition of this elusive term: "A prefabricated home is one having floors, ceilings, roof, and walls composed of sections or panels of varying sizes which have been manufactured in a permanently established plant and erected or assembled at the building site. This is in contrast to the conventionally built home which is constructed piece by piece on the site."



What the Certigrade Label Means to the Builder

THE FINEST and most dependable Red Cedar Shingles are those graded and inspected under the guarantee of the Certigrade Label. These inspected shingles are identified in each of the separate grades by the Certigrade Label placed under the band-stick. When you build with Certigrade Shingles, you are assured the right grade for the right purpose.

RED CEDAR SHINGLE BUREAU

White Bldg., Seattle 1, Wash., U. S. A.
Canadian Office, Vancouver, B. C., Can.



Red Cedar SHINGLES



MORE JOBS THAN TIME?

To get that new building under roof before bad weather—to complete repair jobs before fall rains and winter snows—

USE ABESTO COLD APPLICATION MATERIALS

The simplicity of our cold process method, the elimination of hot kettles, and the man-power saved mean important shortening of your time schedules.

The quality of our products means important additions to your future schedules.

Write for our free specification sheets which show the various types of construction for which Abesto is used.

Abesto Mfg. Company

131 Wabash Street

MICHIGAN CITY, IND.

Officials Talk—

(Continued from page 75)

but pap or not, they feel that, once the controls are off, they won't be clamped on again, and business, including building, can steam ahead.

General feeling is that Krug will do a prompt job . . . While there is much pressure for release of controls, however, best business thought is that WPB will have to deal out more and more information on what is to become available, and when.

The way to beat runaway prices, once the controls are off, is to let business (builders, for example) know just what is in the manufacturing mill and when it will be out. Thus, to cite a case, builders wouldn't be stampeded into paying \$400 for scarce bathtubs if they knew the market would be plentiful within the succeeding few weeks or months. (Bathtubs are not given here as a scarce or potentially scarce item, but merely as an illustration.)

Best news along this line to date is the feeling, pretty widely shared by business and even some WPB officials, that lumber won't be critical or scarce for long. That has been the bugaboo on general relaxation of L-41 up to now.

Support for belief in early relaxation of controls was given this reporter by one WPB official who said frankly: "Hell's bells, man, we want to get out of here and go home and get into business again, like the rest of you!" . . . And, subject to a proper winding up of its important jobs, WPB men will do just that.

As to the secondary controls on the home-building industry, NHA's programming and allocation of quotas activity, the belief is that the Agency won't dare try to hold up the parade once WPB has given the green light . . . For one thing, such action would be an open invitation to sharp criticism should it result in unemployment of released war workers and returning members of the armed services.

There are faint signs of relaxation of OPA regulations governing the taking of security deposits from tenants by builders of war housing. . . . Resentment expressed in many quarters by those who feel the National Housing Agency should have gone to bat on this matter with its sister government agency but didn't; or if it did, weakly struck out.

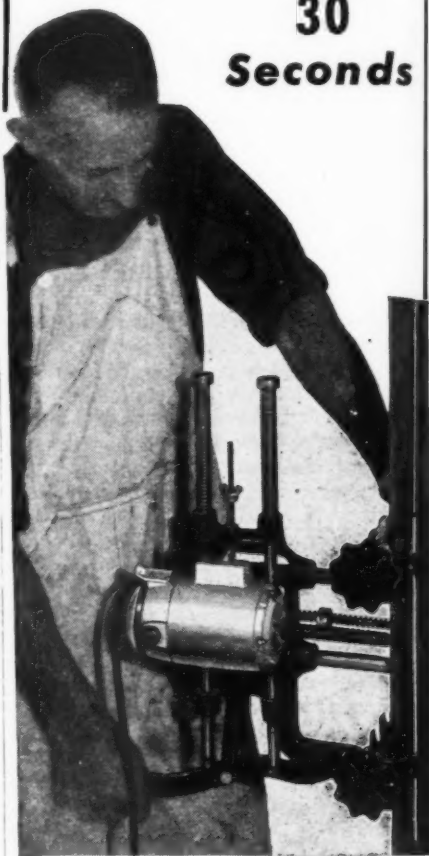
* * *

Westinghouse Distributes Evanair Heating Equipment

Distribution of the complete oil-fired line of Evanair heating equipment will be handled nationally and exclusively through the seventy-nine offices of the Westinghouse Electric Supply Company, according to a statement by A. W. Shields, General Sales Manager, Evanair Division, Evans Products Company, Detroit.

To accelerate postwar distribution, an extensive sales training program will be made available to Evanair distributors and retail dealers.

Cuts A Clean Mortise for Locks In Less Than 30 Seconds



The Carter Lock Mortiser is a real time-saver — in the shop or out on the job. Quickly set up, it cuts a finished mortise in just under 30 seconds. In continuous operation it will actually mortise a-door-a-minute, and its uniform, automatic feed produces a smoother cut.

Only four simple, convenient adjustments to change over from one size lock to another. Time — approximately 90 seconds.

Send for complete information on Carter Time-Saving Tools. **R. L. Carter Division, The Stanley Works, New Britain, Connecticut.**

CARTER
TIME-SAVING
TOOLS

Convention Plans—

(Continued from page 75)

or made reservations for display space at the coming Builders' Exposition to be held in the three exposition halls of the Sherman Hotel, Chicago, January 15 to 20, 1945. These include manufacturers of plumbing and heating equipment, kitchen ensembles, wallboard, insulation, refrigerators and a national life insurance company. Forms asking permission to use the names and plans of such exhibitors have not yet been issued but it is expected that such permissions will be given, Nixon declared. He cited the following publicity accomplishments:

"The first really new idea in home design since this building editor has been interested in such matters was announced by the National Association of Home Builders of the U. S. by the Chicago Convention headquarters last week," is the lead in a two-column story in the Cleveland, Ohio News of August 28. This refers to the contest for designs of homes to fit the occupations of the residents, now under way as a feature of the Exposition. The six designs that will receive \$6,000 in prizes will be built in large-scale models and shown in an institutional exhibit covering nearly 1,000 square feet in the Conference Garden of the Exposition.

No materials will be shown in the models, but home builders and architects entering the competition may include any specifications they wish; and these will be publicized.

As part of the national publicity immediately resulting from announcement of this contest, Life Magazine writes: "We definitely are interested in reproducing the models of the prize-winning designs."

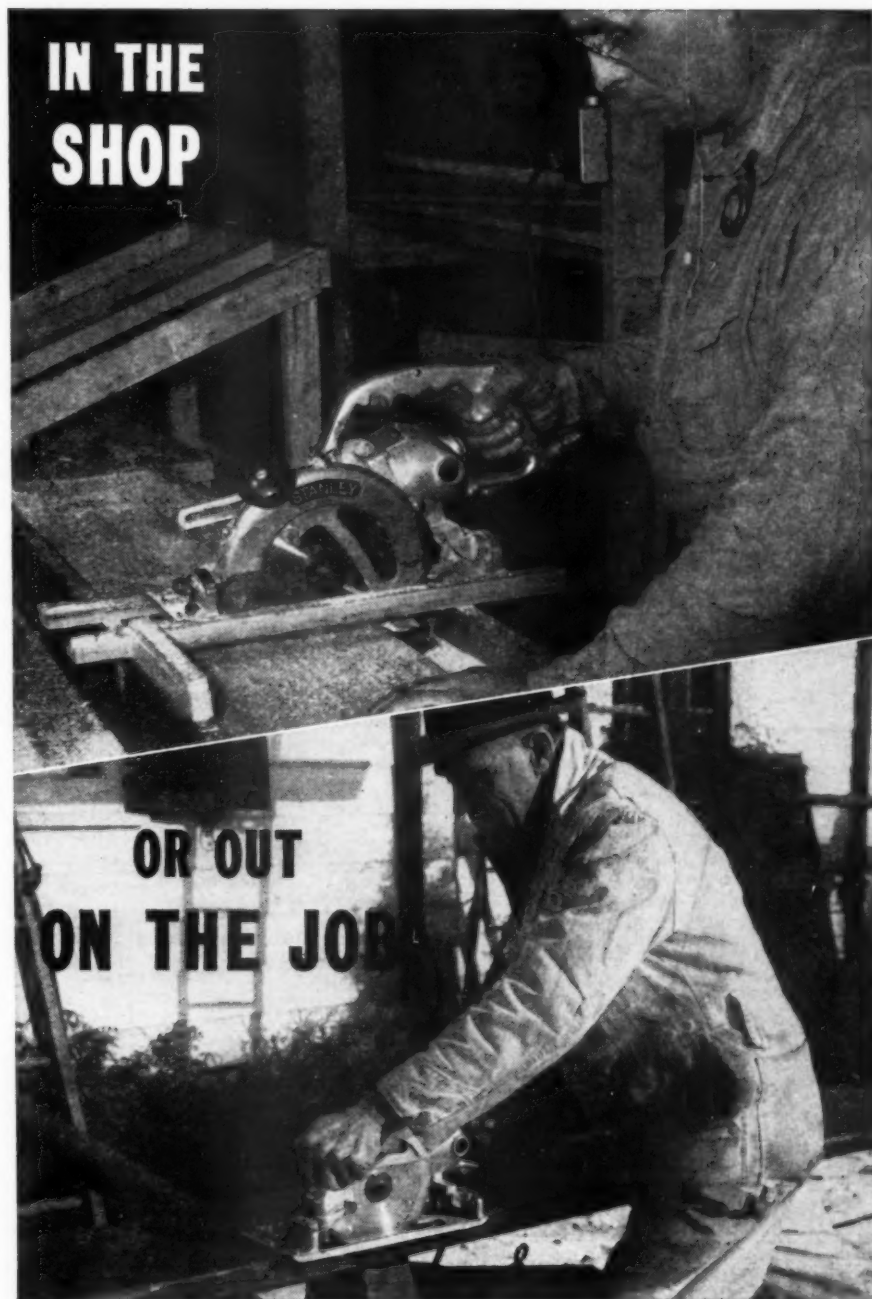
The contest judges include: Mr. Raymond J. Ashton, Salt Lake City, Utah. President of the American Institute of Architects; Mr. Abner H. Ferguson, Washington, D. C., Commissioner of the Federal Housing Administration; Mr. John Cummings Lindop, Chicago builder; and Mr. John H. Stelle, McLeansboro, Illinois, Chairman of the American Legion's G. I. Bill of Rights Committee.

NAHB Campaign—

(Continued from page 76)

PRINTERS INK, the well-known advertising weekly, has praised the campaign in two recent editorials. After specifically mentioning the fine idea of this campaign, they exhorted manufacturers and advertisers in other fields to put a calendar on their dream products, saying: "The problem in the home building field may have its counterpart in other fields."

Advertising should be careful not to build up dream pictures of products and improvements without regard to such factors as time and purchasing power. The term "postwar" can mean anywhere from a day after peace is declared to 50 years later. Let the consumers know



For pre-fabricated shop production or cut-to-fit construction out on the job, a Stanley Portable Electric Saw will save ninety per cent of the time required for hand sawing . . . and quickly repay its cost.

Easily and safely handled, light yet powerful, Stanley Portable Electric Saws are available in cutting capacities up to 3 1/4", may be equipped with all standard wood-cutting blades, as well as those for metal, tile or stone cutting. Write for complete information. Stanley Electric Tool Division, The Stanley Works, New Britain, Connecticut.



STANLEY

DRILLS • SAWS • HAMMERS • GRINDERS • DISC SANDERS

INSTALL GILMAN CELLULITE

The Best INSULATION

Made of Virgin Cotton

Each square foot of CELLULITE is composed of millions of tiny, air-filled tubes each coated with a natural water repellent. These tiny cells form the most efficient barrier to the passage of heat and cold that is commercially available.



**Lightest
Insulation
Made**

EASIEST TO INSTALL

Preferred by professional installers over other types of insulation because of ease of handling and speed of installation. Just unroll like a blanket between floor joists or tack between studs or rafters.



OTHER ADVANTAGES

Lowest "K" Factors
Government inspected and approved
Passes all Government Specifications
Flame retarding
Mildew-proof
Vermin-proof
Does not absorb moisture
Odorless
Saves up to 30% of Heating costs

Safe to handle — No fumes, dust or splinters to irritate eyes, skin or lungs
Will not settle or pack down
Will not break up
Made by one of the pioneers in the field
Manufactured in the most efficiently designed plant in the business on specially built machinery.



Stafford, Conn., Plant

Main Office and Plant at Gilman, Conn.

LITERATURE ON REQUEST
TERRITORY STILL OPEN FOR A FEW GOOD DISTRIBUTORS—WRITE TODAY

The GILMAN Bros. Co.

ESTABLISHED 1897

GILMAN AND STAFFORD, CONN.

specifically when the dream product is due. The other point that the NAHB report brings up is *purchasing power*. New products and new gadgets aren't usually inexpensive at the start. With all of the promised dream products struggling for part of the dollar after the war, the dollar may not go around!

Blandford Disagrees—

(Continued from page 122)

I might add that provisions limiting the maximum mortgage on a single-family house under Title VI to \$5400 were set by Congress and that the NHA, in obtaining agreement on the "H-2" program, could not have changed those provisions. The NHA looks forward as eagerly as you to the day when we can permit building under peacetime Title II.

As to the plot you allege, the only publicly financed housing that can be built under the "H-2" program are projects of local housing authorities authorized by Congress long ago under the U. S. Housing Act but suspended for the program of housing immigrant war workers. The loan funds were committed long ago, as you know, and the resumption of such building only awaited the lifting of certain restrictions. This housing will be war housing as much as any other, until war needs have passed. And for your information, only 9,000 units—or half of those already authorized—will be eligible for construction under the "H-2" program. None of them yet has been assigned.

If resumption of an old program, involving perhaps \$50,000,000, can give public housing a "head start" on a private building industry which already is offered \$750,000,000 worth of building and which soon will be able to go far beyond that figure, the private building industry is far less alert than I believe it to be. I believe you have cast unwarranted reflections on that industry.

I don't want to review the whole war housing program. But you know that private capital is carrying \$4,000,000,000 of the \$6,300,000,000 load in that program. You know that privately financed construction was used wherever there was reasonable belief it could be absorbed after the war and where private builders could meet the need—an odd fact, indeed, to raise "suspicions" as to who "dominates" the NHA. You know that we have sought by every means consistent with the war effort to obtain materials for more privately financed construction, because we believe that the housing industry must make ready for the great job ahead.

I repeat that it is difficult to understand your attack on a program which was designed to broaden the present housing program and prepare for the day when normal building can start to meet the pressing demands of the nation for more and better homes.

Sincerely,—John B. Blandford, Jr., Administrator.

BIG NEWS FOR SMALL HOME BUILDERS!

PLASTEEL

First, Complete
PREFABRICATED WINDOW UNIT

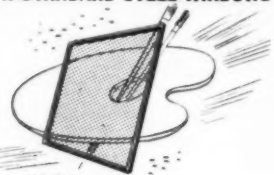


Until the "go" signal for non-war production is sounded, we cannot reveal the details of our PLASTEEL window unit. But bear this in mind—it is a *complete window set-up*... *completely prefabricated!* Designed exclusively for small homes of the future; priced accordingly. To be sold—*assembled in a single carton*—through building supply dealers.

CROFT STEEL PRODUCTS, Inc.
370 Lexington Ave., N. Y. 17
25 Years Experience in Designing and Manufacturing Steel Windows

UNIVERSAL SETS THE PACE! SCREENS IN COLOR!

FOR STANDARD STEEL WINDOWS



A complete, new line of metal and all-plastic screens—in color! That's item #1 on Universal's postwar program. Watch for it at your building supply dealer.

UNIVERSAL SCORES AGAIN! ELECTRIC VENTILATING-AND-EXHAUST ATTIC FANS

One Unit! Completely Assembled!

Buy 'em off the shelf—just like any other packaged goods. A revolutionary principle in attic ventilators. Another Universal scoop all set for postwar production.

UNIVERSAL FABRICATORS
Formerly Universal Metal Screen Co.
1801 Boone Ave., Bronx, N. Y.

Letters to The Editor

(Continued from page 7)

job and have heard that the government will have some to dispose of when the war is over. Could you tell me where information can be obtained as to what surplus Government tools are and will be on the market?—CURTIS D. CLIFFORD, Lyme, Conn.

From flying to designing

To the Editor: I have an idea for a postwar service which I feel will be of interest to your readers. It is to be a kind of specialized architectural design service. We intend to furnish sketches and advise on specifications, etc., of small individual built-in problems. Whether it be replanning kitchen or hobby room, remodeling bedrooms or entrance hall, built-ins are essential.

I thought of handling my work through contractors. I would be engaged by the contractor rather than the client. It would be much more satisfactory to have the contractor's measures and lists of available materials to work with than to just have the client's ideas without benefit of the contractor's practical experience to back them up.—T/Sgt. DURAWARD L. MADDOCKS, U. S. Air Corps, DeRidder, La.

* * *

Cooperation Spells Success—

(Continued from page 105)

be a leaning toward more exposed timbers and stained sidewall shingles and siding to partially eliminate exterior painting and also because darker colors are becoming more popular. The ranch-type house, one story without basement, and selling around \$7500 will be popular. Four good-sized rooms with utility room, bathroom, and the kitchen large enough for comfortable eating is about average size. The living room will be a combination dining-living room and windows will be large with some plans using corner windows.

Streets in the development will be slightly curved with no through traffic lanes within the project. Street corners will be rounded and one house on each corner will face the corner. Lots will have a minimum of 75 feet frontage and 150 feet depth.

And so it all adds up to the resolution that in co-operation of the major elements in the home-building field lies success for not only the building industry but for America as a whole. Let the industry give the home-buyer what he wants, large or small, without any restrictions what-so-ever dictated by socially-inclined national figureheads, and our country will again be on the make so fast it will make heads swim!



LONDON
ENGLAND



There are many busy spots but we are concerned with one most people take for granted—the kitchen. It is also a spot full of profit for you because all AMERICAN Kitchens are ready planned and built. Consider this practical list—

COST—Far lower than custom built kitchens, much cheaper than labor and materials in the open market.

INSTALLATION—A minor operation for skilled workmen.

APPEARANCE—Modern design with simplicity of line guarantees satisfaction.

DURABLE—Made of steel to last a lifetime.

EFFICIENT—Scientifically planned location of wall and base cabinets prevents needless steps and other lost motion.

CLEANER—The spotless white of the new product is easily maintained because of the porcelain enamel finish of the sinks and the DuPont DuLux on the cabinets.

American
KITCHENS

AMERICAN CENTRAL MANUFACTURING CORPORATION • CONNERSVILLE, INDIANA

BUSINESS BUILDING F&L SPECIALTIES FOR EVERY HOME...

DISAPPEARING STAIRWAY

In hundreds of homes—this is the perfect answer to today's need for more room. Makes attic accessible—without sacrificing space below. Stored on attic floor... Safe and simple... Easily installed... Shipped K-D Carton Packed... Ready to assemble. For ceiling heights 7'-4" to 9'-0".



WARDROBE

Meets the need for more closet space. Permanent, substantial, easily installed. Overall size 7'-0 3/4" high, 22" deep, widths 18", 21" and 24". Made of 3/4" W.P. Pine—door 1 1/8" thick—high grade hardware. Shipped K-D in carton.

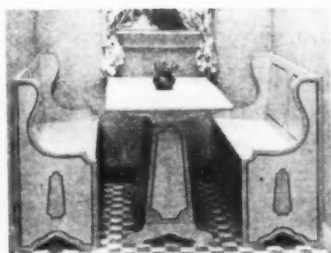


IRONING BOARD

A truly appreciated home convenience. Requires no extra space. Available in "recess" or "screw on" wall models.

BREAKFAST NOOK

Available in several styles... requires space 5'-8" wide x 4'-6" deep. W.P. Pine. Carton packed. Quickly assembled.



FARLEY & LOETSCHER MFG. COMPANY
SASH • DOORS • BLINDS • FRAMES • CABINET WORK • INTERIOR TRIM

DUBUQUE

Qualitybilt
WOODWORK

IOWA

Action X-Day—

(Continued from page 85)

What we must build are structures that will pass the economic soundness test of FHA's Title II, or equally high requirements of non-insuring investors. To do this, present area and lumber use limitations must be relaxed and, at the earliest possible moment, entirely removed.

3. Retention of price controls on building supplies and equipment only so long as necessary to prevent a runaway inflation on the costs of these items and a merciless scrambling for the available supply. When supply and demand get within hailing distance of each other, the controls must come off at once. Controls for their own sake are alien to the progress of private business under democratic government.

4. Continuation of rent control on existing structures only until supply and demand approach a common meeting ground. Absolutely no sale or rent control on structures to be built; there is no surer way to discourage a potential builder of new housing than to limit, other than by sound appraisal practice and amount of mortgage commitment, the sale or rental prices of the houses he proposes to build.

5. Request an Amendment of War Manpower Commission regulations so that carpenters, plumbers, bricklayers, electricians, and all the other craftsmen concerned with building housing, may be allowed—even encouraged—to return to their trades when the war industries in which they have been engaged no longer require their services. It takes weeks for a builder to assemble his organization to start work on a building project; and especially so when it has been dispersed, as so many have been, among the armed services and war industries. Builders will need all the assistance of this sort they can get if the industry is to furnish its share of postwar employment.

6. An end to allocations and determinations by NHA, of building projects and housing need and all the rest of the fol-de-rol it engages in. End these, *at once*, and not months later. Private Enterprise must be given the ball and let run with it; and run immediately, without waiting for NHA and its galaxy of grandstand quarterbacks to inflate the pigskin, and test the seams, and count the customers in the stands—who want to see and have waited long for: **BUILDING ACTION.**

* * *

Money to Finance Boom—

(Continued from page 89)

thoroughly "insulated" FHA underwriting and technical division. Savings and loan associations, he proposes, should be permitted to make 90 per cent loans on owner-occupied dwellings under the provisions of laws similar to that enacted in the state of Oregon.

Farm Credit System Needed

While ample funds are available for the average urban home, and even for rural homes on the edges of towns, a big blank in the national financing system exists where farm homes and improvements are concerned. A system of long-term amortized mortgages with reasonable interest rates are definitely needed to finance farm homes and farm improvement. The difficulties of setting up such a system are well known, but the need is so great that something is bound to be done.

The most common proposal is a mutual mortgage insurance system similar to FHA but developed especially for farm financing. Such a system should be developed by private enterprise. The next best proposal would be a federally organized institution like FHA to insure privately made loans.

Certain it is that farm homes and farm buildings are in great need and great demand. One of the biggest markets and one of the greatest providers of employment will be held back unless a suitable system is put into effect. This is a job for immediate attention by the nation's financing institutions.

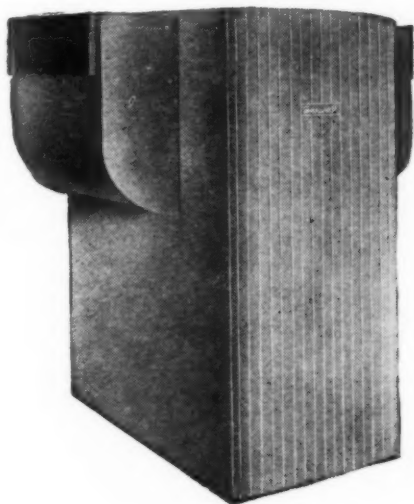
WANT QUICK SALES OF YOUR POST-WAR HOMES?

Here's how to give them the "new quality of living" people expect

WILL THERE be a mad scramble for homes in the post-war period? Will people rush out to gobble up anything? Surveys conducted by the National Association of Home Builders and others say "NO!" These surveys indicate that most people will demand new comfort, new convenience. Homes that really offer a "new quality of living" are the ones that will sell—quickly and easily—after the war.

You can make sure that the homes you build are among the fast sellers by installing Servel's New *All-Year Gas Air Conditioner*. This entirely new type of air conditioning equipment brings undreamed-of comfort and health indoors all the year round. One simple unit cools and dehumidifies the home in summer, heats and humidifies in winter, provides draft-free circulation of cleaned filtered air the year round—all at the touch of a finger.

Developed before the war by the makers of the famous Servel Gas Refrigerator, this equipment has been successfully installed in hundreds of homes and commercial buildings from Bismarck, N. D., to New Orleans, La.—from Boston to San Diego. Users are unanimously enthusiastic—all agree it's "the next essential for the home of tomorrow."



TEST installations prove that homes equipped with Servel's *All-Year Gas Air Conditioner* sell faster. Financial underwriters recognize this extra salability. They've indicated a willingness to extend larger loans on buildings so equipped, and a preference for such buildings as risks.

The Servel *All-Year Gas Air Conditioner* costs more than adequate heating alone. However, proper planning and co-

ordination in the initial stages can effect economies that largely offset the extra cost.

This new equipment will be available for your post-war homes as soon as materials and productive capacity are released from war work. Get complete details now, on the Servel *All-Year Gas Air Conditioner* from your local Gas Company. Or write direct to Servel, Inc., 1410 Morton Street, Evansville 20, Indiana.

SERVEL GAS REFRIGERATORS are standard equipment in the nation's finest apartment houses.

All-Year **SERVEL**
GAS AIR CONDITIONER

Made by Servel, Inc., maker of the Servel Gas Refrigerator



**For efficient kitchens
Today and Tomorrow**

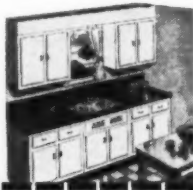
**CHOOSE CABINETRY OF
* COMPOSITE
CONSTRUCTION**



NOT TOMORROW'S KITCHEN, BUT A KITCHEN AVAILABLE TOMORROW AS WELL AS TODAY

CHOOOSE Kitchen Maid Cabinetry, and you will be assured of beautiful, efficient kitchens in any home you plan or build. For the quality, convenience and remarkable adaptability of every standard unit in this famous line is the result of Kitchen Maid's "know how"—acquired through 21 years' progressive experience, plus the knowledge gained in production of over 50,000 kitchens for defense-war housing. And *composite construction* (originated and developed by Kitchen Maid before the war) combines all the advantages of hardwood, plywood, compositions, and metal—each used where it serves best, gives greatest strength and longest life. Available today for war housing, and immediately after V-Day for all residential purposes. Ask your local Kitchen Maid man for new folder which gives complete facts and details, or write the factory.

*** BEST MATERIALS WHERE THEY SERVE BEST**



The Kitchen Maid Corp., 540 Snowden Street, Andrews, Indiana.
Please send new folder, "Kitchen Maid War and Post-War Cabinetry".

Name _____

Address _____

☐ Architect ☐ Builder

☐ Dealer ☐ Owner

KITCHEN MAID
FOUNDER OF MODERN KITCHEN UNITS



Do We Need Super Housing Agency?

(Continued from page 83)

At this hearing Blandford submitted a report which recommended the establishment of NHA as a permanent super housing agency. The report and its recommendation for perpetuating NHA had not been seen or heard by Ferguson, Twohy or Klutznick prior to Blandford's taking the witness stand.

Were these representatives of FHA, FHLBB, and FPMA present to provide by their window dressing the implication of their endorsement of these recommendations about which they were not previously consulted?

To sum up, *American Builder* questions the need for a super housing agency. At least, before Congress makes a decision on so momentous an issue, the heads of these principal agencies should be heard, speaking from their own knowledge and experience, independent of their present subservience to NHA.

* * *

Builders Need Strong Voice—

(Continued from page 86)

are spending a great deal of their own time and money for the good of all.

Growth was doubled in 1943 while Fritz B. Burns of Los Angeles was President and Robert P. Gerholz took over the war housing headaches as Chairman of the Emergency Committee. In recognition of his accomplishments, and particularly his efforts which resulted in the merger of the old associations in September, 1943, Burns was made President Emeritus at the end of his term. The Presidency passed to Bob Gerholz, who has continued the vigorous, all-out progressive campaigns of his predecessors.

For these years have been years of struggle. The exigencies of war made more palatable than ever the slogan: "Let the Government do it," and there were and are those in high places in housing (those who would like the Government to do most of the country's housing in peacetime) who were not slow to see and seize upon their opportunity. In the face of this entrenched opposition, and of bureaucratic bungling and red tape, the Association's accomplishment in having more than a million houses programmed and built by private industry stands out all the more. A play-by-play report of the whole long contest should and probably some day will be written, in which it will be evident how often the private home building industry, during these war years, was on the verge of extinction.

The struggle is not over yet, of course. For those who hold the controls are loath to let go, and the men in the wartime saddle may not willingly step down. Lifting of L-41 will be just the preliminary step; programming and allocation and price controls, of NHA and OPA, must be watched and studied—and lifted, at the earliest practicable moment. It is to this task that the Association's efforts are now to be directed.

It was, to quote FHA Commissioner Abner H. Ferguson, "a very fortunate thing that the home builders of the country were finally organized in 1941," and in this unity and organization will lie the postwar strength of the industry. For builders must, as an industry, continue to be represented, and strongly represented, in Washington. They must continue to have a central point of contact and cooperation, as they have had during these war years, with such groups as the Mortgage Bankers Association, the U. S. Savings and Loan League, the Producers' Council, the United States Chamber of Commerce Construction Committee and with all government agencies dealing with homebuilding problems.

This is the Association's job, and it realizes it. For, to quote a letter from President Roosevelt to the association on the occasion of the November, 1943, War Conference: "Housing will be one of the most important parts of this nation's postwar program as everyone knows. Upon you will devolve a great responsibility and I am sure you will meet it."

**TOMORROW'S HOME
WILL BE A BETTER HOME
IF EQUIPPED WITH
ROUND OAK PRODUCTS**



1871-1944

ROUND OAK'S

73rd Anniversary



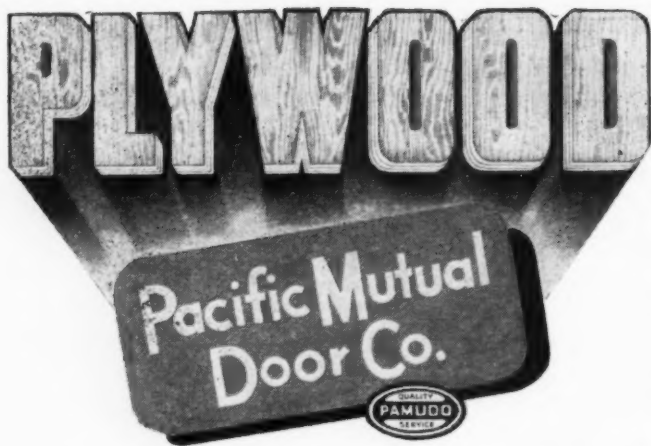
ROUND OAK

HEATING EQUIPMENT

KITCHEN APPLIANCES

ROUND OAK COMPANY • DOWAGIAC, MICHIGAN

BUY ANOTHER WAR BOND TODAY!



and **BETTER MILLWORK**

Since 1921 we have pioneered
the National Distribution of

DOUGLAS FIR PLYWOOD

Exclusively

PAMUDO'S specialization in this modern "miracle wood" through the years—guarantee experience and knowledge of utmost importance to all Dealers and Builders. Pamudo's organization from the mills to any one of our regional offices and warehouses offer the most complete service in the industry. PAMUDO plywood is inspected and grade marked by the Douglas Fir Plywood Association.

PAMUDO

Means **Better MILLWORK**

We offer a complete line of doors, frames, mouldings, sash, glass, interior trim and cabinets. You will need quantities of Douglas Fir Plywood and quality Millwork when peace comes. Builders, see your dealer today. Dealers, contact any one of our 6 branch offices regarding your future requirements.

DIRECT MILL SHIPMENTS AND FROM WAREHOUSE STOCKS

Our 6 Branch Offices and Warehouses assure prompt,
efficient service.

Los Angeles, Calif.
Chicago, Ill.

St. Paul, Minn.
Baltimore, Md.

Kansas City, Kan.
Garwood, N.J.



MILLS: OREGON, WASHINGTON
HOME OFFICE: TACOMA 1, WASH.

Southwestern Ranch House—

(Continued from page 108)

were required. Structural lumber was of fir, finish lumber White Pine. Cabots paints were used throughout as well as Bruce hardwood floors; Overhead garage doors; Fenestra steel windows; Crane plumbing; Lennox furnace. Minneapolis-Honeywell controls; Tylac in kitchen and bath; General Electric refrigerator and range.

A large glass partition separates the living room from the glassed-in recreation room at the back of the house. This affords a pleasing view of flowers and plantings from the living room. Throughout the house a colorful treatment of linoleum, wall paint and tile gives warmth and attractiveness. The house combines in an effective way the livability of a good plan and the friendliness of a Western ranch house style of exterior.

* * *

Controlled Indoor Climate—

(Continued from page 97)

strain on the heart. Occasionally, a lack of blood supply to the brain causes dizziness, fainting, fatigue and lassitude."

With such a sound medical basis, you may ask why CONTROLLED INDOOR CLIMATE has not previously been advanced as an aid to health. Ah, but it has been advanced—not to the general public, however. It has been used to build the health of those few who were able to pay the formerly high cost of installing proper equipment and controls to enjoy its benefits. Not until now, however, has the industry felt ready to make this equipment generally available to all families who can afford to build or buy a new home.

This is another of the human benefits brought to the man in the street by the mass production efficiency of free American enterprises.

This industry, through its Indoor Climate Institute, is ready to make indoor comfort and its health-building qualities the most compelling appeal for the purchase of new homes, now that new home building time is here. And here's how:

I.C.I. will publicize the story of health through controlled indoor climate with every media that influences public acceptance. The shelter group publications, such as House Beautiful, Better Homes and Gardens, Small Homes Guide, The American Home, and others with a combined circulation of nineteen millions, will tell mothers and wives what to seek in new homes to build the health of their families.

Among trade journals, Fuel Publications will alert the coal, oil and gas companies to their opportunity for greater service and increased sales.

Heating Contractors' Publications will open the eyes of this trade to its opportunity to sell more adequate equipment, properly installed.

Building publications, led by *American Builder*, as evidenced by this first exclusive story on this broad-gauged movement for better living, will tell progressive home builders how their best interests are served by I.C.I.—how much easier it will be for them to sell health-building homes, through controlled indoor climate.

Real Estate, Architectural and Mortgage Bankers Publications will carry the same story in different clothing to these essential groups in the home building field.

Other media of public information, such as newspapers and radio stations will be reached through local chapters of I.C.I. And these local chapters, now in process of organization, will be vigorous, militant groups. The six hundred members of the Edison Electric Institute, comprising public utilities which reach into every community in America, has pledged co-operation in this local sphere of activity.

These utilities have a program of postwar promotion in which they intend to use an insignia in the form of a flag which will feature four salient points in the modern home. The four points are: Lighting, Kitchen, Laundry Service and Controlled Indoor Climate. Broad local advertising and publicity will include co-operative advertising with builders whose houses show compliance with the accepted standards for these four important installations.

At an open forum, held in Detroit, September 21 and 22, representatives of all branches of home building, got I.C.I. off

Because
advan
plywo
the
sively
for
the
senti

in lumber
t as well
rs; Fen-
furnace,
hen and

om from
e house
planting
colorful
warmth
effective
liness of

supply to
tude."
why con-
advanced
not to the
the health
high cost
its bene-
ready to
ilies who

the man
ee Amer-

stitute, is
qualities
w homes,
s how:
controlled
ublic ac-
s House
es Guide,
rculation
what to
ies.
alert the
r greater

eyes of
quipment,

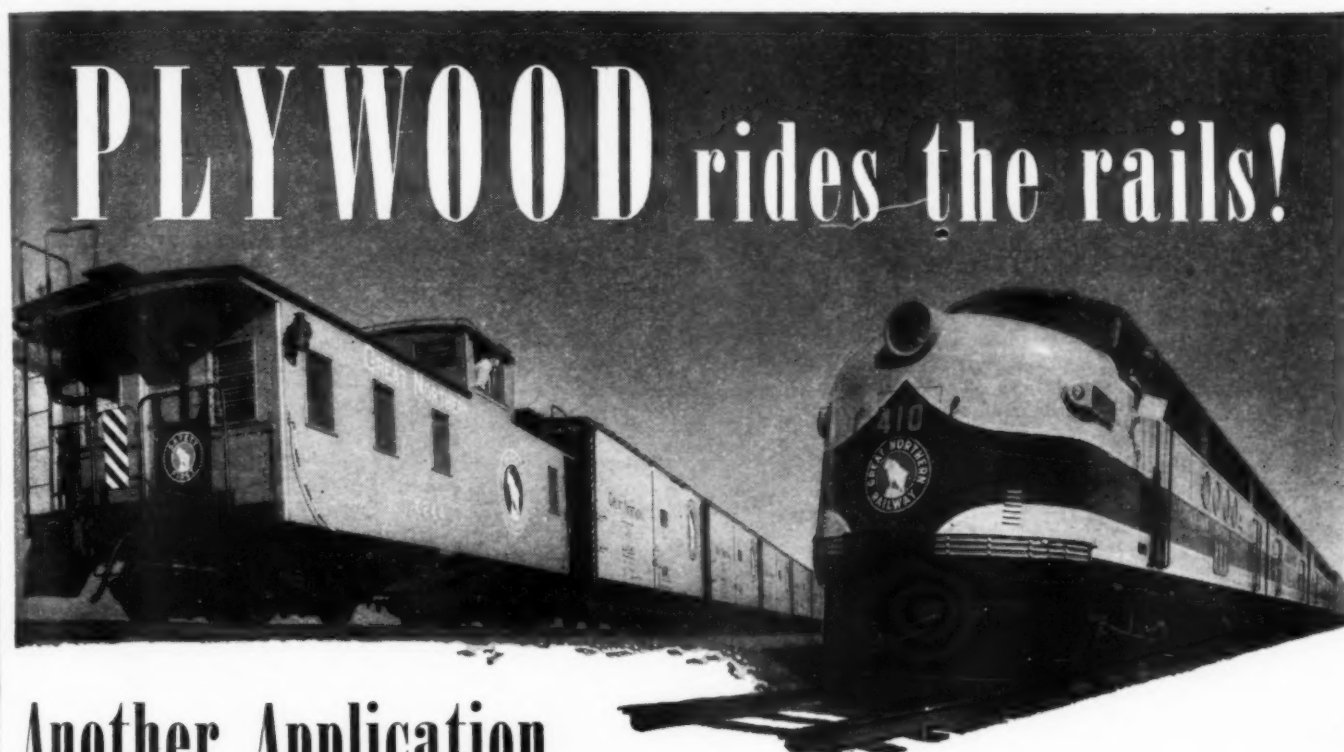
, as evi-
d-gauged
ne build-
ow much
through

Publica-
to these

papers and
of I.C.I.
tion, will
mbers of
utilities
pledged

motion in
of a flag
rn home.
ervice and
and pub-
builders
standards

and 22.
I.C.I. off



Another Application proving the Durability of Douglas Fir Plywood

When a material proves itself strong enough and durable enough for railroad freight car construction—then that material must have what it takes!

Here again, Douglas fir plywood has been put to the test—and passed with flying colors. The Great Northern Railway specified plywood for all outside and inside sheathing on 1,000 new freight cars—cars which are now in service, demonstrating their ability to withstand rugged, rigorous, day-in-and-day-out service.

Other railroad car manufacturers, too, have used Douglas fir plywood extensively—as have the builders of PT boats, minesweepers, patrol boats, busses, and

countless other items where strength and durability really count.

Architects and builders, of course, have utilized Douglas fir plywood for years—not only because of its rugged quality, but because it enables them to build more attractive structures of every kind.

There is a type and grade of Douglas fir plywood for all construction jobs—every type and grade meeting the rigid Douglas Fir Plywood Association tests and the strict requirements of U. S. Commercial Standard CS 45-42.

This modern "miracle wood" is an unusually versatile material—serving an ever-widening field. It's worth your most serious consideration.

Because of its many advantages, Douglas fir plywood today serves the war effort exclusively. It will be ready for general use again the moment these essential needs lessen.



Learn more about the modern "miracle wood". Write the Douglas Fir Plywood Association, Tacoma 2, Washington for detailed literature and technical plywood data.

SPECIFY DOUGLAS FIR PLYWOOD BY THESE "GRADE TRADE-MARKS"

FIAT ANNOUNCES

a postwar standardization of shower cabinet sizes

To establish a standard for architects and plumbers to use in future construction, Fiat is presenting the following *sizes to the trade now for the purpose of expediting postwar planning. Fiat showers will be classified into four groups according to structural design (details to be announced later) based on the general price range of pre-war models.

GROUP NO. 1

Skipper type,
low cost shower

32 x 32 x 76

GROUP NO. 2

Cadet type,
medium priced shower

32 x 32 x 80

36 x 36 x 80

36 x 36 x 80
(corner)

GROUP NO. 3

Marine Ensign type,
for "above average"
installations

32 x 32 x 80

36 x 36 x 80

40 x 40 x 80
(corner)

GROUP NO. 4

Admiral type,
de luxe class

32 x 32 x 80

36 x 36 x 80

40 x 36 x 80

36 x 40 x 80

40 x 40 x 80
(corner)

*Measurements conform to the American Institute of Architects 4" unit module system.



NO. 85

AVAILABLE FOR DELIVERY NOW

No. 85—the best shower made under wartime material restrictions. Full size, 36 x 36 x 78—Deep type receptor—Heavy 1/4" MASONITE walls.

No. 80—Volunteer, has remarkable strength and is easily erected. Size, 32 x 32 x 76 and 30 x 30 x 76.

Fiat's postwar line of showers will be modernized to take full advantage of advanced design and recent material developments. Included will be standard types of receptors for tile, slate and glass walls and a complete line of glass doors with the exclusive Fiat adjustable jam feature. All shower cabinet models will retain the distinctive Fiat characteristics—leakproof, beauty and trouble-free construction that have made Fiat showers the standard of value with the trade for over twenty-five years.

FIAT METAL MANUFACTURING CO.

1205 Roscoe St., Chicago 13, Ill.
21-45 Borden Ave., Long Island City 1, N. Y.
32 S. San Gabriel Blvd., Pasadena 8, Cal.

to a trail-blazing start. Arthur E. Schanuel, recently acquired Executive Secretary, proved how experience in directing national promotions can make the gears of large vehicles mesh smoothly and effectively. He had been Field Director of the National Adequate Wiring Bureau.

Paul B. Zimmermann, President of I.C.I., reported on progress during the formation period of the past year, and outlined the program for the future.

Mrs. Henny Mollgaard, of Milwaukee, Wis., widely publicized woman home builder (see *American Builder*, April 1944) and co-chairman of the postwar planning committee of the National Association of Home Builders, vied with Merrill E. Skinner, Vice-President of Buffalo, Niagara and Eastern Corporation, for first place in lifting home building to a new professional level as the guardian of family health in America.

Mrs. Mollgaard in clear and convincing tones told of the keen sense of responsibility the home builders of America have developed in their new vigorous national association, the NAHB. (The first Builders' News Review, reporting activities of NAHB and its local chapters, appears on pages 75-78 of this issue.)

Skinner detailed the previously described Four Star Home plan, of which he is the author, and which the utility companies intend to promote in the near postwar period. He told also how his own company is taking an active lead in organizing a local chapter of I.C.I. in Buffalo. Walter Davis of the same company, who ably organized the Heating and Air Conditioning Council of Buffalo before the war, has been assigned this new and broader undertaking, Skinner said.

The following men, prominent in the indoor climate industry, head the several committees through which I.C.I. activities will be carried on: C. D. Lyford, Minneapolis-Honeywell Regulator Company, public information; J. M. McClintock, sales manager, Illinois Iron and Bolt Co., trade associations; T. A. Crawford, general sales manager, Timken Silent Automatic Division, membership; Willis Carrier, chairman of Carrier Corporation, science; P. B. Zimmermann, vice-president and general sales manager, Airtemp Division-Chrysler Corporation, finance; Jack Searls, sales manager, White Rogers Electric Co., local chapters; J. R. Scott, Assistant to the president, L. J. Mueller Furnace Co., postwar personnel and training; John Knighton, sales manager, Servel, Inc., speakers' bureau; C. T. Burg, general sales manager, Iron Fireman Manufacturing Company, industry promotion.

American Builder predicts that *Indoor Climate* will be made as much a household word as *Better Light-Better Sight* was by the electrical manufacturing industry—and we wish it God speed.

HEADLINERS ATTEND I.C.I.'S FORUM

Promise of practical and potential things to come was registered by the headline research and editorial figures who participated in the first forum held by the Indoor Climate Institute in Detroit, September 21 and 22.

C. F. Kettering, vice president in charge of research of General Motors Corporation, appeared on the same program with William B. Stout, director of the Stout Research Division of the Consolidated-Vultee Aircraft Corp. L. E. Seeley, assistant professor of mechanical engineering of Yale University, was seen in a heated discussion on principles of cooling indoor climate with Cyril Pasher, director of research of the American Society of Heating and Ventilating Engineers, and Dr. Willis Carrier, chairman of the board of the company bearing his name.

Among the leading figures from the field of journalism who participated in the editors' panel discussion were A. H. Motley, publisher of *American Magazine*; Walter Adams, associate editor of *Better Homes and Gardens*; Ralph Bailey, managing editor, and Florence P. Paine, equipment and appliance editor of *House Beautiful*; Jean Arms Day, associate editor of *House and Garden*; W. Wadsworth Wood, publisher of *Small Homes Guide*; and A. D. Elwood of the MacLean Publishing Company, Toronto, Canada.



36,000 neighbors live in the 12,272 Metropolitan Life Insurance Company apartments that make up Parkchester.

World's most modern floors prove superior

in world's largest
housing development

12,272 Parkchester kitchens, a veritable city of linoleum, have demonstrated that floors can be beautiful as well as durable. Five years ago, Nairn Linoleum was installed in all the 12,272 Parkchester kitchens. Today, those floors are just as beautiful, quiet, easy to clean as ever. And in these five years not a single replacement nor repair has been required. At Parkchester, the most modern of floors, Nairn Linoleum, has been pre-viewed and pre-tested for your post-war buildings.

A handbook on linoleum specifications has been prepared for your use. May we send you your copy?

CONGOLEUM-NAIRN INC., Kearny, N. J.

For modern floors and walls
NAIRN LINOLEUM
easy to maintain,
colorful, permanent, resilient.



After five years of continuous wear, Nairn Veltone Pattern #2924 in this typical Parkchester kitchen is fresh, beautiful—like new.

BLUEPRINTS FOR YOUR HOUSE of TOMORROW



YOU MAY HAVE UNBREAKABLE WINDOWS!

Plexiglas and Lucite, used for rear-gunners' "greenhouses" are being suggested for use in your windows after the war.

BUT -

Your Heating Plant will be KOVEN WATERFILM



Yes, the ultra-modern home will be created with many new inventions. As up-to-date and convenient as any of them will be your KOVEN WATERFILM boiler, then, as now, the fastest steaming boiler on the market. KOVEN WATERFILM combines the latest scientific improvements into an efficient and economical piece of equipment.

Important advantages of the KOVEN WATERFILM boiler are:

- quick heat
- even room temperature
- plenty of domestic hot water
- increased economy of operation

You are planning for the future when you plan on KOVEN WATERFILM for your home.

WATERFILM BOILERS, Inc.

154 OGDEN AVENUE

JERSEY CITY, N. J.

PLANTS: JERSEY CITY, N. J. • DOVER, N. J.

3,000 Volunteers Repair Flying Bomb Damage to Homes in London—

OCCUPYING Onslow Square, Belgravia, one of London's fashionable squares, are 3,000 builders from the North and West country, most of whom have volunteered to come and patch up houses in the South of England. Spreading canvas covers over houses without any roofs, putting in waxed linen windows where there is no longer any glass, these builders are welcomed by people in the South of England whose homes have been damaged by flying bombs. In their billets in the square they are looked after by the Women's Voluntary Service who serve all their meals and do all the washing up. The men pictured here are some of the many thousands who have come South to lend a hand.



ABOVE: On the roof of a house they drag the tarpaulin over damaged and missing tiles, keep out the July summer rain.



ABOVE: Typical of the damage done to house in the near neighborhood of an exploding flying bomb. Tiles are off the roof, windows blown in. The building army gets to work with tarpaulin and waxed linen "windows."

Lon-
m the
teered
gland.
roofs,
longer
in the
ed by
ey are
e who
e men
o have

in over
r rain.

ne near
off the
ark with



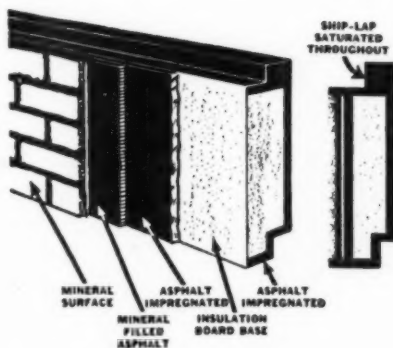
FORD-V-NEER*

A NEW OVERCOAT FOR YOUR HOUSE

*...keeps out Winter Cold
and Summer Heat*

Ford-V-Neer is a half inch wall of insulation that can be applied directly over the exterior of any building. The high efficiency of the insulation of Ford-V-Neer makes a substantial reduction in fuel bills. It puts new life in old buildings by dressing up the exterior with an attractive brick or stone finish; an important feature now in view of present civilian building restrictions. Homes, farm buildings, stores and industrial buildings can be made into better, new appearing, more efficient structures; permanently improved with Ford-V-Neer.

FORD ROOFING PRODUCTS COMPANY
Established 1865
111 West Washington Street, Chicago 2, Illinois
ASPHALT ROOFINGS • SHINGLES • SIDINGS
FORD-V-NEER

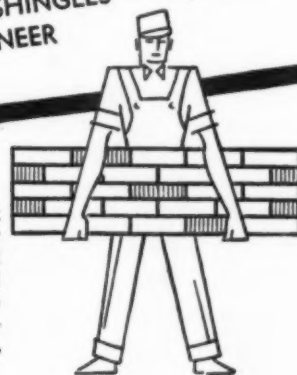


Ford dealers can supply Ford-V-Neer without restrictions for the immediate modernization and weatherproofing of buildings.



Weatherometer Tested

Ford roofing products are Weatherometer tested. Years of actual weathering reduced to a few days' testing in the Weatherometer guarantees the durability and long life of Ford roofing and siding.



Ford-V-Neer is made in panels 44"x 14"x 1/2" with ship-lap edges on four sides—can easily be cut to fit around windows and gables. The rigid strength and perfect match built into the Ford-V-Neer panel aids materially in handling by the applicator, and speeds the work on the job.

Recent emphasis on the insulation of buildings by Federal agencies to conserve fuel has created a very heavy demand for Ford-V-Neer. The excellent working qualities of Ford-V-Neer makes it a favorite with all applicators and we have had some difficulty in meeting the enormous demand of our dealers for stocks of this popular siding. We are making every effort to fill orders as promptly as possible, but we urge all our dealers to place orders well in advance of anticipated needs.

*An exclusive product made by a company with 75 years' experience in making America's finest roofing products.

SIX STEPS OF PROTECTION IN THE PUBLIC INTEREST

... (4th of a Series)

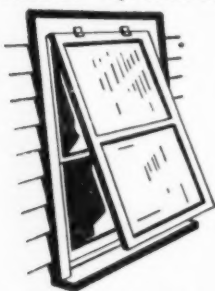


He has traveled hundreds
of miles to protect
a nation's homes

This technician has traveled hundreds of miles in the public interest. Employed by NDMA, he has inspected toxic treating equipment and practices in use by licensees throughout the country. He renders a service designed for the greater protection of all who specify, use or buy wood products such as windows, screens, shutters, storm sash, doors and frames.

Toxic preservation provides greater endurance for wood under severe demands of modern construction. And the minimum toxic preservative treatment standards and testing methods set up by NDMA help to assure the public that wood—always foremost as a building material—will continue to provide outstanding value in the homes of tomorrow.

The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to the toxic preservative standards of the NDMA—represents these six steps of protection:



1. An efficient test for measuring effectiveness of toxic preservatives
2. Minimum standards governing the toxic preservative treating of woodwork products
3. A seal identifying products treated in conformity with NDMA Toxic Preservative Standards
4. Mill inspection of treating equipment and practices
5. Laboratory check-tests of preservative solutions
6. Educational effort in the public interest

NATIONAL DOOR MANUFACTURERS' ASSOCIATION
McCORMICK BUILDING • CHICAGO, ILLINOIS



Give Accounting of Surplus War Materials for First Quarter 1944

W L. CLAYTON, Surplus War Property Administrator, announced recently that between May 15 and August 15, approximately \$38,000,000 of surplus war property had been disposed of by five authorized disposal agencies. Remaining inventories on August 15 were \$313,000,000. A sizable quantity of slow-moving aircraft and gliders, as well as plants and real estate, help make up the inventories.

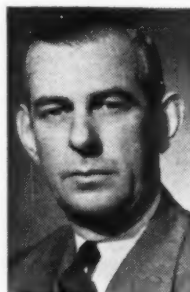
Principal disposals were made by the Reconstruction Finance Corporation, handling capital and producers' goods, and the Procurement Division of the Treasury Department, handling consumers goods. The three other agencies reporting minor amounts of disposals are the United States Maritime Commission, War Food Administration and Foreign Economic Administration. Additional sizable quantities of materials left over from terminated contracts, as well as salvage and scrap, have been sold direct by the owning agencies (Army, Navy and Maritime Commission) and are not included in this report.

The volume being turned over to the disposal agencies is rising and can be expected to increase rapidly as the end of the war in Europe approaches.

RFC in July disposed of surplus property costing \$4,976,000 for \$4,130,000, thus realizing 83 per cent of cost. Of this total, \$1,665,000 represented machine tools, \$1,536,000 airplanes, and \$783,000 construction materials.

* * *

Slasor Heads New Dept. for Edison-General Electric Co.



Major Floyd Slasor, who served overseas in two world wars, and spent the time between in various sales executive capacities for Hotpoint and General Electric appliance divisions, has been appointed to head the newly-formed Hotpoint department store sales division, according to R. W. Turnbull, president, Edison General Electric (Hotpoint) Appliance Company, Chicago. The formation of a department store division to study and conduct Hotpoint's merchandising activities with these appliance outlets is seen as a step in recently announced plans to install "complete kitchen" displays and sales programs in large stores.

* * *

Rose Heads ILG's San Francisco Office

For quicker and more efficient handling of the ever-increasing ventilation business on the West Coast, ILG Electric Ventilating Co. has moved its San Francisco Branch Office to larger headquarters at 826 Sharon Building, 55 New Montgomery Street, San Francisco 5, California.

To manage the new Branch Office, ILG has secured the services of James S. Rose, formerly Supervisory Methods Engineer in charge of heating and ventilation, Curtiss-Wright Company, Buffalo, New York.

A graduate of Virginia Military Institute, 1930, with a Civil Engineering Degree, Rose was for 2 years employed in ILG's Cleveland office. Thus he comes to the West Coast well equipped with an excellent background in both technical training and practical experience in the heating and ventilating field. He is married and has one son.



nistra-
5 and
us war
isposal
\$313,-
ft and
up the

struction
goods,
rtment,
ies re-
States
d For-
unities
well as
owning
and are

icies is
end of

4,976,-
st. Of
536,000

t. for
c Co.

served
s, and
various
Hot-
pliance
o head
depart-
ording
Edison
Appli-
rtment
rchman-
n as a
mplete
es.

with a
employed
West
and in
in the
as one



FREEDLANDERS

Build yourself
a backlog of
Store remodeling work!



BEFORE

AFTER

THIS STORE in Wooster, Ohio, shows how you can improve the sales appeal of retail establishments with Pittsburgh Glass and Store Front Metal . . . and build profitable remodeling business for yourself. Architect: R. A. Curry. Contractors: Correll & Bogner.

**Line up prospects now . . . and be ready to start profitable modernization
the minute building bans go off!**

IN your territory, there are hundreds of merchants who are hot prospects for store-modernization. They need new store fronts, new store interiors. And they'll want them quick, as soon as restrictions are lifted.

Why not make sure that you'll get a big share of this profitable remodeling work by lining up prospects

now? We're helping you . . . by telling hundreds of thousands of merchants every month through our advertising that *now* is the time to make plans.

If you build yourself a backlog of remodeling jobs . . . you can go to work immediately when the use of Pittsburgh Glass and Store Front Metal returns more nearly to nor-

mal. Your prospects will prefer Pittsburgh Glass because they've seen it advertised for years.

Mail the coupon for our free books of facts, figures and photographs about many store remodeling jobs throughout the country. It shows how effectively Pittsburgh Glass can be used to give stores new sales appeal.

"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH GLASS

for Store Fronts and Interiors

PITTSBURGH PLATE GLASS COMPANY

Pittsburgh Plate Glass Company
2311-4 Grant Building, Pittsburgh 10, Pa.
Please send me, without obligation, your
illustrated booklets on store modernization.

Name

Address

City State

Structural, Reinforcing or other Bldg Steel Shipped from Stock

Write for Stock List—
your guide to over 10,000
different kinds, shapes
and sizes of steel for quick
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

RYERSON

Schafer Rises to Sales-manager of Edison-General Electric Company

WARD R. SCHAFER has been appointed general sales manager, Edison General Electric Appliance company, according to R. W. Turnbull, president. Now regional sales manager of the company's Western region at San Francisco, Schafer has been a sales and engineering executive in Hotpoint's organization for almost twenty years.

He joined the company in 1924 as an engineer in commercial cooking sales. Later he was manager of product service for several years, and at the time war production halted sales, he was manager of the range sales division. Schafer was given a leave of absence in 1942 to join George A. Fuller company as superintendent of construction on a \$30,000,000.00 butadiene plant at Houston, Texas. He rejoined Hotpoint last April. Schafer was graduated in electrical engineering from Michigan state college in 1923.

* * *

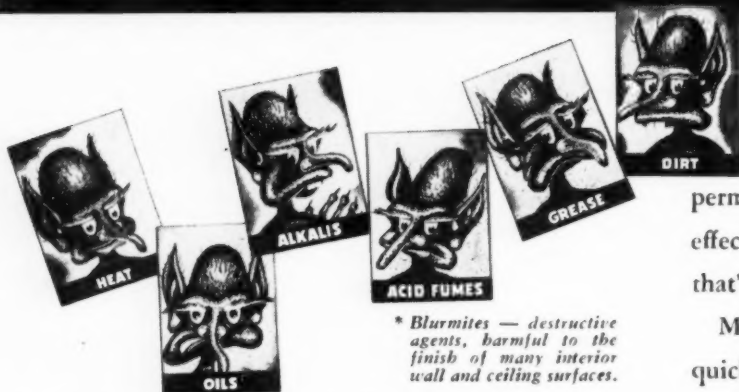
Westinghouse Air Conditioning Appointment Announced

THE appointment of William A. Minkler as application manager for air conditioning of the Westinghouse Electric Elevator Company has been announced by Ross Rathbun, the Company's manager of air conditioning.

A graduate of the California Institute of Technology in 1927, Minkler first joined Westinghouse in the East Pittsburgh, Pa. Works that same year. In 1931, when Westinghouse started production of air conditioning apparatus, Minkler became identified with this activity. From 1941 to 1944 he was air conditioning sales manager of the Young Radiator Company, returning to Westinghouse this year.

Minkler was born in Chicago. In 1931 he married Alice M. Gooden of Los Angeles, California. Mr. Minkler is a member of the American Society of Heating and Ventilating Engineers.

G'BYE to BLURMITES* ... when MARLITE'S Installed!



* Blurmites — destructive agents, harmful to the finish of many interior wall and ceiling surfaces.



Marlitz

REG. U. S. PAT. OFF.

MARSH WALL PRODUCTS, Inc.

103 MAIN ST., DOVER, OHIO

duty-free

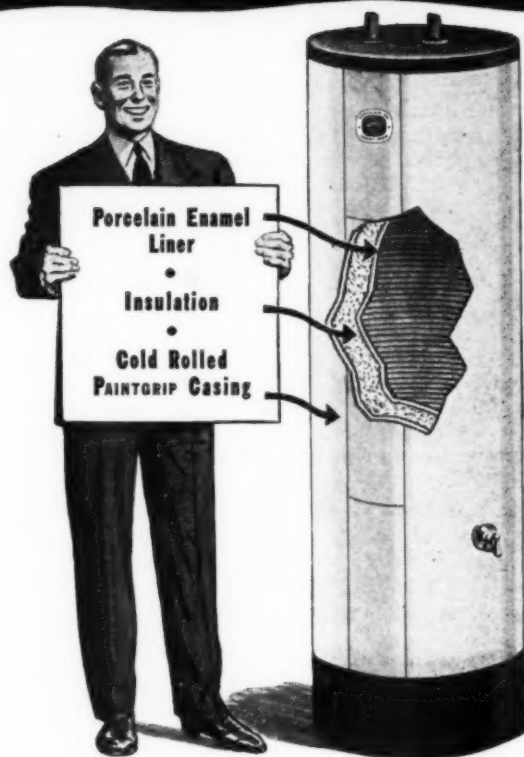
PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS

HERE'S THE REASON! Plastic-finished Marlite for interior wall and ceiling surfaces has an *exclusive high-heat-bake finish* that permanently seals the surface against the deteriorating effects of dirt and moisture—*against Blurmites!* And that's only part of the story ... listen to this:

Marlite is durable, versatile and moderate in cost; quickly and easily installed for new construction or remodeling; easy-to-clean; retains original beauty and luster for years; never needs refinishing or repainting; manufactured in a wide choice of colors and patterns; practical for installation in all types of rooms, in all types of buildings.

Marlite is immediately available on suitable priorities, and Marsh Engineers are ready *now* to help you with plans and specifications. Write for information!

**Clear, sparkling hot water
is a boost for your homes**



FEW things are more annoying to a home owner than rusty water. Protect your good reputation for building post-war homes by installing hot-water tanks that are porcelain enameled *inside*. This smooth, glass-hard material has a long record of satisfactory service in American homes.

The metal on which porcelain enamel is fused is important. Most manufacturers prefer ARMCO Enameling Iron—the *original* enameling iron and the most widely used metal base for this exacting purpose.

Many insulated tanks in automatic heaters will also be encased in ARMCO Cold Rolled PAINTGRIP steel—a special Bonderized steel sheet that holds and preserves the beauty of a smooth baked-enamel finish.

When you install porcelain enameled tanks you'll assure your customers years of trouble-free service. The American Rolling Mill Company, 3051 Curtis Street, Middletown, Ohio.

Help finish the fight
—with War Bonds

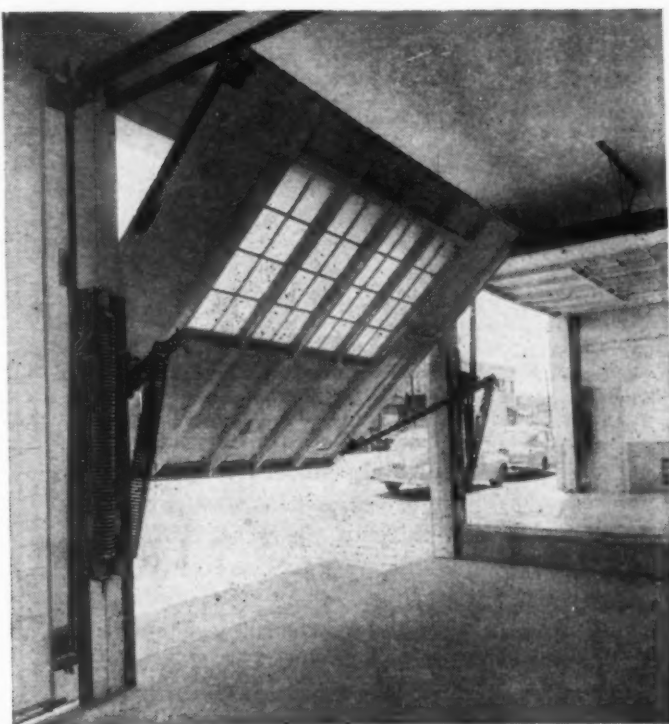


AVAILABLE!



OVER-THE-TOP
(THAT'S WHAT IT'S ALL ABOUT)

**DOOR EQUIPMENT
FOR INDUSTRIAL APPLICATION**



● Large, *one piece* industrial doors, such as the ones above, when fitted with No. 912 "Over-the-Top" Door Equipment, are lifted to a full over head position with effortless ease in a matter of seconds. "Over-the-Top" Door Equipment is so simple and practical it can be installed on any rigid door, built right on the job. Another big feature: only 5 inches of head room are required. The heavy duty springs are quickly adjusted to obtain just the right amount of power. "Over-the-Top" Door Equipment is low in cost, yet gives long, satisfactory service. Investigate the numerous other exclusive advantages which both builder and owner appreciate in "Over-the-Top" Door Equipment. Write for full information.

FRANTZ
Guaranteed BUILDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS



WHEN YOU HAVE TO BE SURE OF RESULTS

You must use methods and material you can trust. You need a finish for floors that will give positive penetration and enhance the natural beauty of the wood. **LIGNOPHOL** stands up under the severest use in schools, institutions, offices and factories. In homes, it provides lastingly beautiful floors, trim and paneling. **LIGNOPHOL** assures substantial economies in time and labor because only a single application is required to obtain its full benefits. Write for **LIGNOPHOL** specifications. Address Dept. A-18.

BUILDING PRODUCTS DIVISION

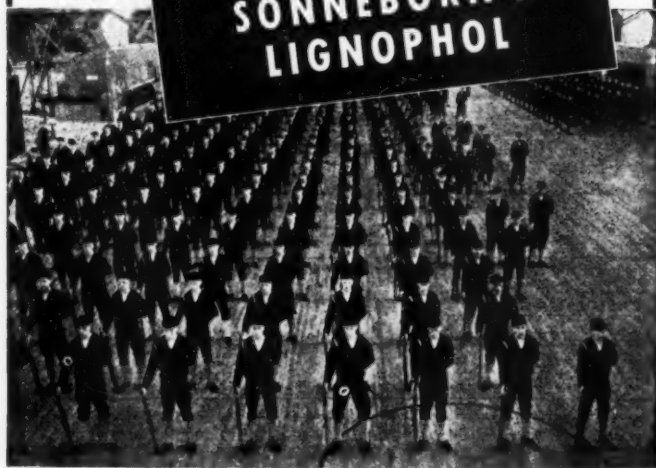
L. SONNEBORN SONS, Inc.

88 LEXINGTON AVENUE, NEW YORK 16, N. Y.

Official U.S. Navy
Photo

For SURE results in preserving and beautifying
wood floors, trim, paneling, count on

**SONNEBORN'S
LIGNOPHOL**



At Sampson, N. Y., Naval Training Station, wood floors of Drill Halls are treated with **LIGNOPHOL**. Shreve, Lamb & Harmon, Architects-Engineers. John A. Johnson Contracting Corp., Contractors.

"Sound Conditioning" Becomes New Sales Theme of Gypsum Industry

ADD to the wonders of postwar living one more—"sound conditioning." New types of plaster have been developed, the Gypsum Association announced recently, which make it possible to have every room "conditioned" to sounds as they can now be conditioned to temperatures.

The industry expects this new development to make rapid strides, and soon to be incorporated in the plans for many institutions, office buildings, apartment buildings and individual homes. Less expensive than other materials with the same purpose, it will have an appeal for the great mass of new home builders, the Association said.

Sound conditioning and soundproofing are distinctly different, the Gypsum Association's announcement pointed out.

"A room is soundproof if sounds originating in it cannot be heard outside the room, and vice versa. Sound conditioning has to do with the control of sound reverberations and the curtailment of echoes—the absorption of sound waves after the action that created them has ceased. Sound conditioning is the control of sound waves to reduce undesirable noises."

Greatly advanced over previous materials of its type, the new gypsum acoustical plaster is inexpensive. It is very porous, the air passages "blotting up" the sound. In most cases its use on ceilings alone is sufficient.

The plaster has the additional advantage of being fireproof.

Applied very much like ordinary gypsum plaster to scientifically determined thickness, these acoustical plasters also add beauty to the room. They are already available in abundance, the report concludes, and have proved themselves in recently completed buildings.

EXTRA LIVING

Space

AVAILABLE NOW!



Space in Post War homes will be an important item. Waste attic space must be utilized.

MARSCHKE FOLDING STAIRWAY makes attic space usable. No rafter clearance needed—no obstruction to attic floor—no cables or pulleys—self balancing construction makes **MARSCHKE FOLDING STAIRWAYS** raise or lower so easily that a child can operate them. Easy to install in new or old houses and will increase their value \$500.

Build in attic rooms today for war workers. Plan Post War homes with this convenient—attractive—space saving feature.

Write us for free literature.

THE MARSCHKE CO.

551 University Ave.

St. Paul, Minn.

more—
er have
nounced
m "con-
tioned to

to make
ne plans
t build-
n other
a appeal
ociation

istinctly
acement

g in it
Sound
rever-
orption
em has
l waves

ts type,
e. It is
sound.
nt.

being

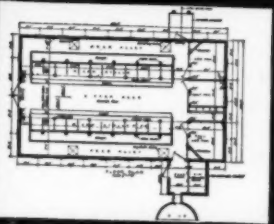
ster to
al plas-
already
d have
s.



m.

ce
to
n-
YS
m.
se

on
ce



FREE Working Drawings of 4 well-designed Dairy Barns

Just completed. Four interesting and efficient barn layouts. They are yours free! These plans for dairy cattle meet all of the War Production Board's wartime standards, without loss of peace-time quality. They are designed in available, easy-to-use efficient brick and tile.

The cost to build is surprisingly low. The savings effected by careful planning increase each year. Your client gets the benefit of permanence and beauty, with no worry about fire safety, and practically no upkeep or maintenance cost.

Send today for these free working drawings. They may help you get a profitable building contract—one which will build your reputation for quality and economy.

SCDI

STRUCTURAL CLAY PRODUCTS INSTITUTE
WASHINGTON, D.C.

PLANS ARE FREE—MAIL TODAY

STRUCTURAL CLAY PRODUCTS INSTITUTE
1756 K Street, N.W., Washington 6, D.C.

Please send your free kit of 4 different plans for Dairy Barns. I am enclosing.....
for booklets that interest me:

- | | |
|---|---|
| <input type="checkbox"/> Cavity Walls—A Money-Saving Method of Using Brick and Tile, 15¢. | <input type="checkbox"/> Heart of the Home (Interior and Exterior Fireplaces), 25¢. |
| <input type="checkbox"/> Beauty In Brick (67 outstanding house plans), 50¢. | <input type="checkbox"/> Brick and Tile on the Farm, 20¢. |

Name.....

Address.....

City..... State.....

BRICK AND TILE
KEEPS FARM BUILDINGS FIT AND FIGHTING

WHY YOU SHOULD BUILD BARNs WITH BRICK AND TILE

- 1 Not Restricted
- 2 Reasonable Cost
- 3 Fire-Safe
- 4 Rot-Proof
- 5 Natural Insulation
- 6 Sanitary Interiors
- 7 Weather-Proof
- 8 Rodent-Resistant
- 9 Colorful
- 10 No Periodic Painting

Postwar Planning will still rely on PROVED PERFORMANCE

POSTWAR PLANNING DATA

KINNEAR ROLLING DOORS

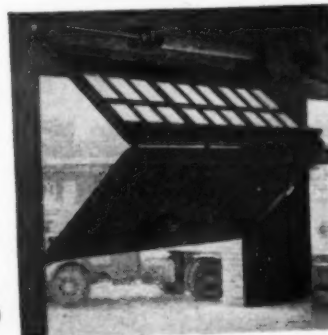
operate with maximum efficiency in minimum space — opening easily and smoothly upward, and coiling compactly above the opening. They provide durable protection against weather, intrusion and damage. They save operating time and effort; reduce installation, operation and maintenance costs. Kinnear Rolling Doors are made of wood or steel, to fit any opening. Equipped for motor or manual operation.



POSTWAR PLANNING DATA

KINNEAR BIFOLD DOORS

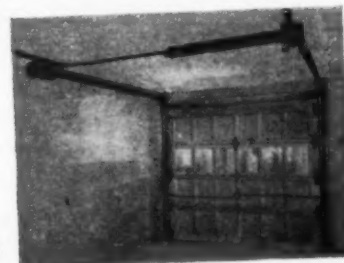
A rugged, quick-acting door of two horizontally hinged sections, with provision for any number of glass panels. Torsion-spring counterbalance assures easy operation. Any size. (Heavier-duty "telescoping" Bifold Doors are also available.)



POSTWAR PLANNING DATA

KINNEAR RoL-TOP DOORS

An all-purpose door; ideal for residence garages. Sections fitted with ball bearing rollers operating in rugged steel tracks. Spring counterbalanced. Has rugged cylinder lock and special "key-stone" sealing device. Any number of light sections. Motor control available.



Write For
Catalog

THE KINNEAR MANUFACTURING CO.
1560-80 Fields Ave. Columbus 16, Ohio

SAVING WAYS
IN DOORWAYS

KINNEAR
ROLLING DOORS

POST WAR HOMES CAN BE BETTER

**Because
WOOD
Has Been
Made
BETTER**



**WOOD
TOX**

People have set high expectations upon postwar products. They are looking for change and improvements in everything. Postwar homes can have a new quality and a new sales appeal. Postwar homes can be definitely better than prewar homes. They can resist rot and decay and termite attack . . . resist warping and shrinking . . . and last years longer. The Wood Treating Chemicals Company is established as one of the leaders in the field of wood preservation and wood stabilization.

WOODTOX

is a time proven, clean treatment of wood. Easily applied and economical in cost. Gives long lasting protection against decay, rot, termites, lyctus beetles and wood borers . . . and makes wood moisture-repellent to aid in the control of swelling, shrinking, warping, checking and grain raising.

SEND FOR BULLETINS

For architects, builders, lumber dealers . . . these bulletins list standard wood treating preparations, giving full descriptions of purposes, application methods and prices . . . pointing the way to new sales appeal and better homes.

WOOD TREATING CHEMICALS CO.

5137 Southwest Avenue,

St. Louis 10, Missouri

Sales Agent for MONSANTO CHEMICAL CO.

Sapstain Control, Wood Preservatives and Moisture Repellents

Big Drive to Conserve Lumber Told by WPB, Army and Navy

A COMPREHENSIVE program for conservation in the use of lumber and in the re-use of salvaged lumber is being carried on by the War Production Board in co-operation with the Army, Navy, Maritime Commission, Federal Housing Administration and the War Food Administration, according to a detailed report issued jointly last month by the Lumber and Lumber Products Division and Conservation Division of WPB.

Chief among conservation measures is the reduction of lumber consumption through economical design of structures, items made from lumber, and wooden boxes and crates, the report said. Highlights of the WPB report on lumber conservation follow:

Nearly 9,000 representatives of the armed forces and of the industries concerned with shipping war material have completed courses at the Forest Products Laboratory of the Department of Agriculture at Madison, Wis., in the economical construction of containers and the blocking and bracing of war equipment in transit.

Specifications for barracks and other cantonment building permit the use of the smallest sizes and widest spacing of lumber possible, thus providing for the lowest consumption of lumber. They permit the use of a wide range of woods and the lowest quality of lumber suitable for each part of the structures. Thus, buildings erected to house military personnel, war workers and manufacturing facilities for war equipment and supplies have used approximately half as much lumber as would have been required if engineering plans had not been drawn with lumber conservation in mind.

The review of several hundred specifications for fabricated items, structures and ships reduced the drain on the lumber supply. This was done through the adoption of recommendations for changing sizes and grades and for utilizing suitable kinds of wood previously overlooked, officials said.

(Continued to page 150)



Beauty..
**OUTSIDE
AND IN**



After the War...

PAYNE ZONE-CONDITIONING

New-day successor to old-fashioned central heating. Not available now; we're busy with essential production. But write for new preliminary folder. ★ Meanwhile, let's all keep on buying War Bonds... for Victory. ★

© 1944 PAYNE FURNACE & SUPPLY CO., INC.

In designing this home for Mr. W. B. Baily in Westwood, Los Angeles, architect *Allen Siple* achieved an exceptionally pleasing exterior. But equal thought was given to *design for living*, including healthful, carefree warmth. Firmly specified was . . . PAYNEHEAT.



PAYNEHEAT

30 YEARS OF LEADERSHIP

Payne FURNACE & SUPPLY CO., INC., BEVERLY HILLS, CALIFORNIA

The Name **HOPE'S** Guarantees
1818 1944



Satisfaction with a home is the sum of many little conveniences.

Graphically illustrated in the photograph is the ease and safety with which HOPE'S metal casements can be cleaned by the housewife herself.

Buyers of the homes to be built in the next few years will also value highly the maximum daylight, the enhanced view from within, and the pleasing exterior effects of metal windows.

They cost no more than a reasonably well-made weatherstripped wood window, but they will outlast the building itself. Tell your Architect and Builder you want this modern HOPE casement window in your home.

HOPE'S WINDOWS, INC., Jamestown, N. Y.
BACK THE ATTACK *** BUY WAR BONDS

In addition to sawing lumber, you can . . .

**CUT ALL THESE
AT LESS COST!**

Light Gauge Steel • Tile
Transite • Stone • Brick
Marble • Gypsum Plank
Cement Block



Model A-9"
3-7/16" Cutting Cap.
\$125.00

Model A-8"
2-5/8" Cutting Cap.
\$105.00

Fred W. Wappat Saws Save Time...Assure Accuracy!

Extremely hard materials are used increasingly in modern building. For cutting such material speedily, accurately, and with maximum safety to operator, many builders depend upon Fred W. Wappat Electric Hand Saws equipped with a suitable blade. Fred W. Wappat Saws are purposely overpowered for greater cutting speed. Cutting line is always visible, and the saw is balanced so that it follows line easily. Both models have automatic cut-off switch, and the famous Fred W. Wappat spring-controlled telescoping guard.

Fast and accurate cutting of tough building materials means money saved—on any building job. Write today for particulars on Fred W. Wappat Electric Hand Saws and Special Blades. There is no obligation.

FRED W. WAPPAT SAWS CAN BE EQUIPPED WITH—

MITERING BLADE for cutting fine moldings, without use of mitering box.

DADO CUTTER for dovetails, ploughed or gained grooves, rabbets, tenons, etc.

ABRASIVE DISC for cutting or scoring tile, transite, marble, gypsum plank, cement block, stone.

FRICTION BLADE for cutting light gauge steel and other light metal sheets.

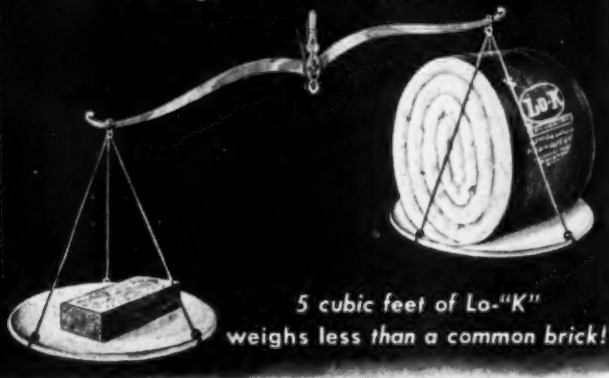
IMPROVED RADIAL GUIDE

Gives Fred W. Wappat Saws Every Important Feature of a Radial Saw. Ask for details.

FRED W. WAPPAT
135 VALLEY ST., MAYVILLE, N. Y.

FEATHER-LIGHT INSULATION

The lightest of all by test!



5 cubic feet of Lo-"K"
weighs less than a common brick!

Lo-"K" Cotton Insulation weighs only $\frac{3}{8}$ of a pound per cubic foot. A brick weighs $4\frac{1}{2}$ to 5 pounds, outweighing five cubic feet of Lo-"K"!

The extreme light weight of Lo-"K" Flame-proofed Cotton Insulation results in a better insulation job at less cost. It prevents sagging or shifting, facilitates easy handling, cuts installation time.

Lo-"K" is made of soft, fluffy cotton—composed of thousands of tiny air cells, giving it high insulation efficiency and creating an effective moisture barrier. The "k" value of this specially processed cotton is .24, the lowest thermal conductivity of any recognized insulating material on the market today.

Lo-"K" blanket-type rolls are available at lumber or building material dealers. Manufactured in widths to fit all standard framework construction.

FEATURES WHICH KEEP Lo-"K" INSULATION UP IN FRONT

- Low in thermal conductivity. The "k" factor is only 0.24.
- Light in weight—only .875 pound per cubic foot.
- Flame-proofed... will resist a blowtorch temperature of 1800°F.
- Easy to handle... the blanket-type rolls fit snugly. Cuts labor costs... will not cause skin irritation.
- Resists moisture, rot, mildew, vermin.
- Clean. Walls and ceilings will be free from smudging.
- Fluffy—creates more air cells after installation. Will not sag or settle.

Lo-"K" IS AVAILABLE NOW!



**A PRODUCT OF
LOCKPORT COTTON BATTING CO.
ESTABLISHED 1870**

Lo-"K" COTTON INSULATION DIVISION—Dept. AB-10
Lockport Cotton Bating Company, Lockport, N. Y.

Gentlemen: Please send me samples and complete information about Lo-"K" Cotton Insulation—

☐ ARCHITECT ☐ CONTRACTOR OR BUILDER ☐ DEALER

Name.....

Address.....

City.....Zone.....State.....

(Continued from page 148)

Among the various government agencies cooperating in lumber conservation are WPB, Army, Navy, War Food Administration, Foreign Economic Administration, Treasury Procurement Division, and War Shipping Administration. They have been active in promoting re-use of containers and salvage of lumber from containers that cannot be re-used.

Practices now in operation include: (1) re-use of boxes and crates in original form as containers; (2) salvage of lumber for containers or other use; (3) disposal in the least wasteful way of scrap lumber unsuited for re-use; and (4) more efficient design of boxes and crates.

Typical of ways in which containers are re-used follow: Collapsible containers are returned to shipper; containers for incoming shipments are utilized for outgoing shipments; obsolete containers are altered in shape or size to be suitable for new contents; uniformity of packaging is sacrificed in favor of re-use, and containers which owners cannot use are disposed of to others who need them.

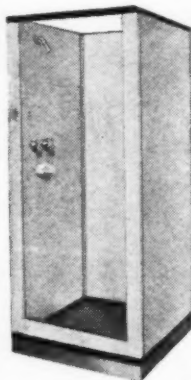
Special types of saws, nail-pulling machines and hand tools for minimizing breakage are used to salvage material in containers that cannot be re-used.

Complete utilization of container lumber is assured overseas because of the acute need for lumber as shelving, improvised furniture, billet construction and repairs of all kinds. Box and crate parts are put to innumerable uses, and the irreducible scrap is pressed into service as fuel for cooking and heating.

The report gives the following illustrations of lumber savings: "At the Benica Arsenal in California the lumber ammunition crates which became obsolete were recovered and re-used in general utility boxes. These boxes prove so satisfactory that obsolete crates from other military depots are now being sent to Benica for reclamation. Approximately 5,000,000 crates have been salvaged.

"During the past six months, more than 20 million board feet of lumber have been recovered from boxes and crates received at Patterson Field, Dayton, O.

(Continued to page 152)



*For Planned
New Bathing
Facilities...*

**Bathe-Rite
SHOWER CABINETS**
promise **EXTRA value
and satisfaction**

• You may have noted this trend—surveys show that an increasing number of folks planning new homes or home improvements plan on installing one or more SHOWERS! This "daily shower of good health" will figure prominently in your future building plans, both for homes and for public buildings.

Bathe-Rite Shower Cabinets have set the quality standards in modern, low-cost bathing facilities. Their well-earned popularity today has been built on superior quality, strength, appearance and durability—features that come only from the "know-how" in designing, fabrication and installation. That's why *your* customers will always be satisfied when you install Bathe-Rite showers for any type building.

**WRITE for latest
bulletins and prices.**

**YOU BUY RIGHT
WHEN YOU BUY
Bathe-Rite**

MILWAUKEE STAMPING COMPANY

828-S South 72nd Street

Milwaukee 14, Wisconsin



LOGGED TWICE



Most of the timbered slopes in this view have been logged twice (1885 and 1938); yet they still support a good stand of timber that is growing faster for the next harvest. This private forest is a Western Pine Tree Farm, managed on the basis of continuous lumber production—not for a generation or two, but forever.

Western Pines* not only are important woods today but will continue to be in the years ahead.

WESTERN PINE ASSOCIATION

YEON BUILDING, PORTLAND 4, OREGON

*Idaho White Pine *Ponderosa Pine *Sugar Pine

*THESE ARE THE WESTERN PINES



"Universal" Level-Transit complete with tripod and carrying case . . .

\$115

Can be furnished with
Stadia Wires \$5.00 Extra
Extension Leg Tripod \$10.00 Extra
Compass \$12.50 Extra
Expert Repairing on All Makes of Instruments

Avoid costly errors!
...save time and money

Progressive builders and contractors everywhere are using and praising this modern, simple, highly accurate combined Level-Transit. The most practical and dependable builders' instrument on the market.

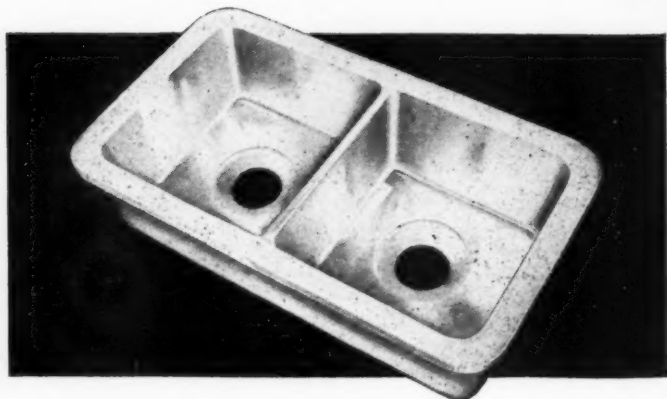
"Universal" LEVEL-TRANSIT

Especially designed for running levels and taking vertical angles on all survey and checkup operations. Patented Ball Bearing Race assures perfect adjustment under severest conditions . . . 25 power telescope. Light, easy to operate. Has many features of higher priced models. Write today for full information and **FREE** booklet: "How to Lay Out Building Lots."

DAVID WHITE CO.
311 COURT STREET, MILWAUKEE 12, WISCONSIN

FAST-SELLING KITCHEN UNIT

**Created for a waiting market
—available for quick delivery**



You'll find that PERMA-GLOSS TWO COMPARTMENT SINKS have a big appeal to housewives. Here's why: they save time in average kitchens; they lighten work by saving footsteps; they provide a lasting clean appearance.

Wide consumer demand for this fast-selling item makes it an unusual opportunity for domestic engineers and plumbing contractors.

Perma-Gloss Sanitary Ware is all-clay, high-fired, with a glaze of extreme hardness. It is acid-proof, craze and dunt proof, and withstands thermal shock. The beauty of its glaze will not be affected by any liquids used in kitchens, nor by cleansers. This glaze will shine as brightly after years of use, as it does on the day it is installed.

Perma-Gloss B-534 two compartment sinks are made in size 32" x 18"—depth 6½", with 2½" or 3½" center outlets. Built into table tops, work boards, or cabinets, they adhere to a ± ⅜" tolerance in over-all dimensions. Such accuracy in fabrication saves labor costs in installation and saves space. Perma-Gloss is of light weight... easy to install... inexpensive... and meets all government specifications. Extensively used in war housing. For further information, consult our distributor or write to

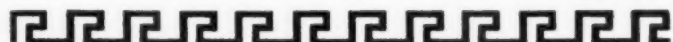


**CARILLON CERAMICS
CORPORATION**

METUCHEN

NEW JERSEY

SANITARY WARE DIVISION OF GENERAL CERAMICS COMPANY



(Continued from page 150)

"During the first half of 1944, the Federal Shipbuilding and Dry Dock Company at Kearney, N. J., have salvaged 204 thousand board feet of lumber.

"During May, 1944, the Boeing Airplane Company reclaimed 122 thousand board feet of lumber at Wichita, Kans."

Investigation of apparent wastefulness in discarding boxes, crates and lumber usually discloses that the quantity of lumber involved has been over-estimated and that some justifiable circumstances are responsible for the situation.

* * *

Sherwood Becomes Advertising Manager of Lockwood Hardware Mfg. Co.

THE Independent Lock Company and Lockwood Hardware Manufacturing Company of Fitchburg, Massachusetts, announce the appointment of Frank H. Sherwood as Manager of Advertising, Catalogs, and Sales Promotion.

Sherwood brings to his new post a broad knowledge of Builders' Hardware gained through 27 years in the industry. Starting in 1917 with the Yale & Towne Mfg. Co., Stamford, Connecticut, he became one of the salesmen, and later sales manager. He served in this capacity until 1928, when he joined the advertising and promotional staff of "Good Hardware," a trade publication. In 1930, he went to the coast as Marketing Director in charge of sales and advertising with the Schlage Lock Company of San Francisco. Returning to Yale & Towne in 1932, he resumed promotional duties there until 1938. The next two years were spent with the Eagle Lock Company, Terryville, Connecticut, as Sales Promotion Manager, and from 1940 to the present year he was Executive Secretary-Treasurer of the National Contract Hardware Association.

He was also editor and publisher of "Profit Bound," official magazine of The American Society of Architect Hardware Consultants and the National Contract Hardware Association. Sherwood is widely known to distributors throughout the industry.

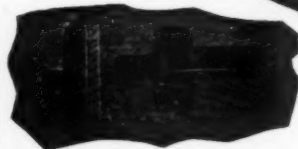
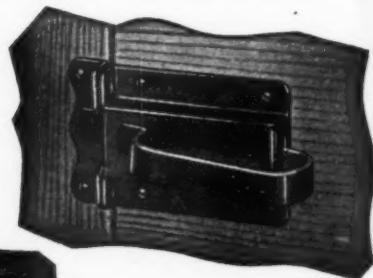
WAGNER

LATCHES THAT CAN BE LOCKED!

**DANDY REVERSIBLE No. 847!
FOR SWINGING DOORS—POPULAR PRICED.**

Center screw covered by latch bar at all times.

Convenient padlock eye for security.



Furnished with back latch to protect door from damage, from wind, etc.

Here is a quickly installed, economical and efficient latch for swinging doors. Fits right or left hand doors without changing spring. Long latch bar permits space up to ⅝" between door and jamb.

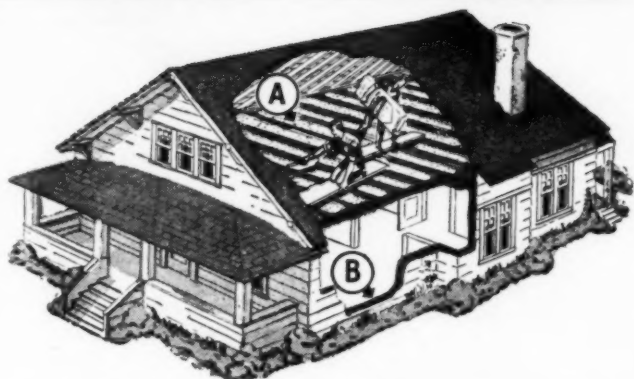
WAGNER MANUFACTURING COMPANY

Dept. AB-1044

Cedar Falls, Iowa

1944.
 ilding
 vaged
 ny re-
 Kans."
 boxes,
 f lum-
 justifi-
 er
 rdware
 usetts,
 ood as
 tion.
 wledge
 the in-
 g. Co.,
 en, and
 1 1928,
 staff of
 e went
 es and
 Fran-
 ed pro-
 s were
 ecticut,
 present
 ational
 ," offi-
 Hard-
 rdware
 ibutors
 CED.
 , eco-
 ch for
 ht or
 chang-
 or per-
 between
 ANY
 Iowa

So Easy to INSULATE WITH ZONOLITE GRANULAR FILL!



You Can Handle MORE Jobs in Less Time, Make Bigger Profits



Threatened with a 35 MILLION-ton coal shortage, America is crying for insulation! Government agencies are using radio, newspapers, motion pictures—every conceivable method of publicity—urging people to SAVE FUEL!

Alert Contractors Cash In!

A man can do only so much work—but with Zonolite, instead of ordinary types of insulation, "so much" means from 2 to 5 jobs completed instead of only one. More profit to you! More satisfied customers! More of the nation's fuel saved. For attics (A) simply POUR and level off to any desired thickness. For sidewalls (B) simply make openings (see "B" pictures at left) and pour. That's all!



Send for FREE Facts!

Zonolite has many uses—comes in three forms (1) Granular Fill, (2) Insulating Concrete Aggregate, (3) Insulating Plaster Aggregate. All 3 offer big opportunities to contractors. Write NOW for full information!

UNIVERSAL ZONOLITE INSULATION CO.
Dept. AB10, 135 S. La Salle St., Chicago 3, Ill.



MAIL THIS COUPON
TODAY!

UNIVERSAL ZONOLITE INSULATION CO., Dept. AB10,
135 S. La Salle St., Chicago 3, Ill.
Please RUSH complete details about all 3 forms of Zonolite.

Name.....

Local Address.....

City.....State.....

W I N D O W
P L A N N I N G
B E G I N S
N O W !

The simplicity, rapidity and ease of installation of the Grand Rapids Invisible Sash Balance are among its more commendable features, and are important factors in post-war planning. But, the smooth, dependable performance of this sash balance must be emphasized. The ease of tension adjustment, absence of tapes or cables, and the actual invisibility of the entire working mechanism are of primary importance.



So, planning begins now! When the war is over and building materials are released to a hungry public, time will be doubly valuable, and contractors will be forced to take advantage of every item whereby time can be saved without sacrifice of performance, satisfaction or profits.

Grand Rapids Invisible Sash Balance, now serving in thousands of war housing projects, has demonstrated its practical service. Its place in peacetime building is now assured. Write for information concerning our engineering service.



Note: Sash pulleys will be available as soon as materials are released.

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS • MICHIGAN

In a hurry for Heating Equipment?

Order your

JOHNSON OIL BURNER

now!

You'll get it faster than you probably expect. For we're ready to go into full scale production the minute war-time restrictions are lifted. We'll have no reconversion problems . . . no retooling . . . no lack of skilled artisans, because we've been building Oil Burners for Uncle Sam all through the war.

Whatever your need may be, we can meet it with exactly the right type of burner as soon as Uncle Sam says "go" on peace-time production (even sooner, if you want certain approved sizes and types or can get an approval).

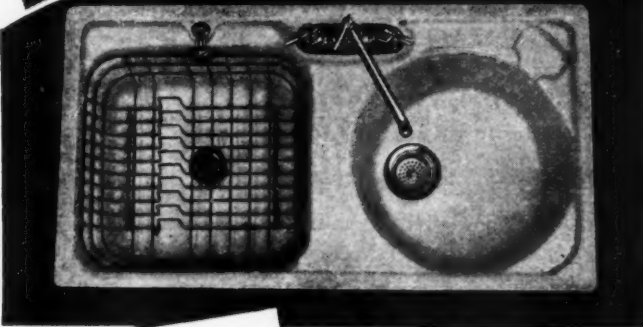


Put in your order now. Get your name high on our postwar list. It will pay in time saved and in lasting economy and satisfaction. See your Johnson dealer or write direct to 940 Arlington Ave., Oakland 8, Calif., or 401 No. Broad St., Philadelphia 8, Pa.

S. T. JOHNSON CO.

41 years of engineering and building fine Oil Burning Equipment

EBCO Dishwashing SINK



**MORE CONVENIENT & EFFICIENT
MORE BEAUTIFUL & SANITARY
MORE DURABLE—LONGER LASTING
MORE ECONOMICAL TO INSTALL**

The EBCO has *everything* women want in sink efficiency and convenience—plus features that assure maximum ease and economy of installation. Its patented round dishwashing compartment, large dual strainer, extra-long swing-spout mixing faucet, handy spray fixture, integral soap dish, non-drip edges and other work-saving conveniences are matched by its neat, streamlined beauty! No wonder it's called "America's new sink standard!" Fixtures are mounted on the flat back ledge—no in-the-wall piping is required. The flat rim insures a watertight fit to any type of sink top. Get full details *now* on the favorite sink for tomorrow's homes—the EBCO Dishwashing Sink!

ing faucet, handy spray fixture, integral soap dish, non-drip edges and other work-saving conveniences are matched by its neat, streamlined beauty! No wonder it's called "America's new sink standard!" Fixtures are mounted on the flat back ledge—no in-the-wall piping is required. The flat rim insures a watertight fit to any type of sink top. Get full details *now* on the favorite sink for tomorrow's homes—the EBCO Dishwashing Sink!

**Write Today
FOR DETAILS ON
AMERICA'S SINK CHOICE**

EBCO MFG. CO.
401 W. TOWN ST. COLUMBUS, OHIO

General Electric Company Announces New Reorganization of Sales Executives

MAJOR changes in the General Electric Company's home appliance and construction material sales organization have been announced by H. L. Andrews, vice president of the company.

C. R. Pritchard has been appointed to the newly-created position of general sales manager of the G-E appliance and merchandise department, and will be responsible for all sales and sales policies of appliances and construction materials, responsible to the vice president. Other appointments placed A. M. Sweeney in the position of manager of sales of all major appliances, and C. W. Theelen in the post of manager of sales of all traffic appliances and vacuum cleaners. Both will be responsible to Pritchard, as will J. H. Crawford, who continues as manager of sales of G-E construction materials. A. C. Sanger, appliance sales manager for the past year, has resigned.

A. L. Scaife has been appointed merchandising manager for the entire appliance and merchandise department, and will also be responsible to Pritchard. L. H. Miller immediately becomes manager of the household refrigerator division, and C. J. Enderle manager of the company's electric sink and cabinet division.

In announcing the changes as vitally necessary to General Electric's continuance postwar as the largest maker and seller of electric home appliances in the world, Andrews pointed out that the resumption of consumer goods manufacture hinged directly upon the progress of the war, since the company's facilities are still engaged full-time in war production.

Pritchard, the new general sales manager, has spent the greater part of his business career with the General Electric Supply Corporation, and was vice president of that organization at the time of the new appointment. A native of Bessemer, Ala., he began his association with G-E in 1918 as a clerk in Birmingham, and from 1920 to 1932 was associated with Matthews Electrical Supply Co., a G-E distributor in that city. For GESCO he has been promotion manager in its Atlanta office, later appliance sales manager in the same place, and in 1937 was transferred to Bridgeport as manager of specialty appliance sales.

The new major appliance sales manager, Sweeney, has been identified throughout the industry with the sale of G-E refrigerators, since 1929 and became Manager of the Household Refrigerator Division in 1937. Born in Cambridge and a graduate of Harvard in 1910, Sweeney went immediately into the company's lamp business, serving as an engineer, later as a plant manager, and at one time as Pacific Coast sales manager of lamp sales. Since March, 1942, he has coordinated one of the most important G-E war projects. In his new position he will have sales responsibility for refrigerators, ranges, water heaters, home laundry equipment, dishwashers, electric sinks, cabinets, and other kitchen equipment.

As sales manager of traffic appliances and vacuum cleaners, Theelen will be responsible for such products as heating devices, sunlamps, electric clocks, roasters, fans and irons. After attending Omaha University he spent approximately 10 years in sales work for the Iowa-Nebraska Light and Power Company at Lincoln, Nebraska, before becoming associated with General Electric as a refrigeration specialist with power companies. In 1939 he became manager of electric sink and cabinet sales. In 1942 Theelen was appointed coordinator of the grenade launcher section at Bridgeport, and was later manager of the department turning out one of this war's most famous weapons, the bazooka.

In his new post, Scaife will direct merchandising activities for all construction material lines as well as for home appliances, which were already his responsibility. He joined the G-E refrigeration division at Cleveland in 1928, and has been associated with promotion and merchandising activities for appliances ever since that time.

(Continued to page 156)

For Dependable
Wiring Extensions

USE G-E WIRING DEVICES

SWITCHES
LAMP HOLDERS
OUTLETS — PLATES



GENERAL ELECTRIC wiring devices are ideal for wiring modernization, wiring replacements or wiring extensions. They are high quality . . . attractive in appearance . . . will harmonize with any setting. They are easy to install, too, and will give long, dependable service.

Included in the G-E wiring device line are hundreds of switches, convenience outlets, combination devices, plates, lampholders, fuses, circuit breakers, etc. They are handled right in your own territory. G-E distributors are located at key points all over the country.

For further information see the nearest G-E Merchandise Distributor or write to Section D1043-80, Appliance and Merchandise Dept., General Electric Company, Bridgeport, Conn.

BUY WAR BONDS AND KEEP THEM

Hear the General Electric radio programs: "The G-E All Girl Orchestra" Sunday 10 P.M. EWT, NBC. "The World Today" every weekday 6:45 P.M. EWT, CBS.

GENERAL  ELECTRIC



That's when, the song says, "I'm coming back to you." There have been a lot more things than apple blossoms in Normandy this year, but Lawson metal bathroom cabinets won't be back for some time. For though the Allies have made magnificent progress, much remains to be done.

So Lawson production is still chiefly military and the manufacture of our regular bathroom cabinets cannot yet be resumed. But, the way things are progressing, we all have the right to be hopeful. Perhaps, when it's next blossom time in Normandy, we *will* be—happily—coming back.

LAWSON CABINETS

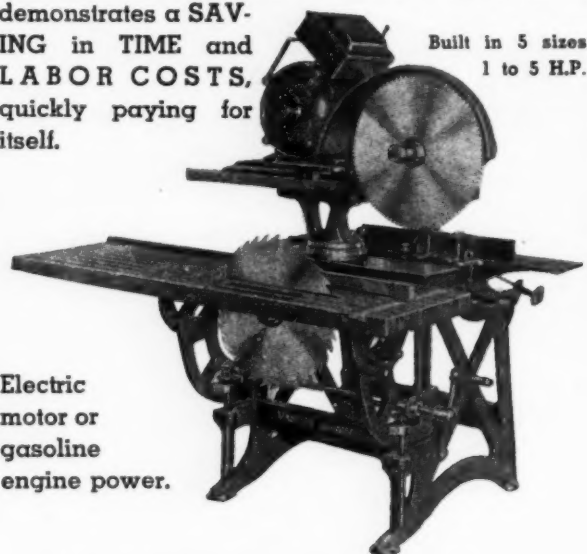
When we say that Lawson Warwood Cabinets are the finest bathroom cabinets now being made, we want it understood that they are not as good as the metal cabinets we used to produce, and that we'll produce again when the war is over. But the Warwood is the most satisfactory wooden cabinet on the market—the best that wartime conditions allow us to make.



THE F. H. LAWSON COMPANY
Cincinnati 4, Ohio

12 MACHINES IN 1 "THE MASTER"

performs a great variety of operations with amazing **SPEED** and **POWER**. Once on the job, demonstrates a **SAVING** in **TIME** and **LABOR COSTS**, quickly paying for itself.



Electric motor or gasoline engine power.

Built in 5 sizes
1 to 5 H.P.

No job too **SMALL**, too **LARGE** or too difficult for **"THE MASTER"**

THE MASTER WOODWORKER MFG. COMPANY, Inc.

Manufacturers of Universal Woodworking and Tile Cutting Machinery

Brush and Fort Sts.

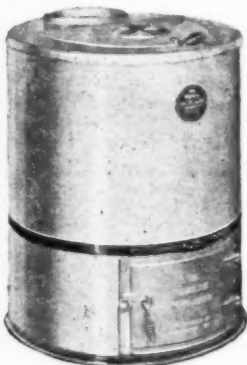
Detroit 26, Michigan



HOME INCINERATORS

Portable or Built-in!

You can meet every need in the rapidly growing demand for quick, easy, low-cost garbage disposal right in the home with Majestic Incinerators. Model No. 30, shown at right, is Majestic's popular *fuelless* portable unit featuring an ingenious draft design that burns *wet or dry* garbage quickly, sanitarily, without separate fuel! Majestic also makes gas-, coal-, and wood-fired incinerators for both portable and built-in installation. Write for details!



The Majestic Co.

947 Erie St.,

Huntington, Ind.

Majestic
Building Necessities

General Electric—

(Continued from page 154)

Miller, the new manager of the household refrigerator division, has been refrigerator sales manager since 1937. A veteran of the last war, he was for four years a sales engineer with the Westinghouse Electric & Manufacturing Co., and following that organized and operated numerous electrical appliance wholesale distributorships associated with C-E in such key cities as Louisville, Cleveland, and Harrisburg. Enderle, the new manager of the electric sink and cabinet division, joined the G-E refrigeration department at Cleveland in 1928 and was subsequently assigned to various duties with the growing electric dishwasher and garbage Disposall business. Since May, 1942, he has been supervisor of priorities for the company at the Bridgeport plant.

* * *

Wade Manufacturing and Portland Iron Works Consolidate Distribution

WADE Manufacturing Company, Elgin, Illinois, makers of Wade drains and plumbing specialties, and Portland Iron Works, Portland, Oregon, makers of Fleming drains, announce that the manufacturing and distribution facilities of these two organizations in the western coast states have now been consolidated.

These two long-established firms are well known in the plumbing supply field. The consolidation has been made to offer better service to the customers of both firms, and to provide prompt delivery to all parts of the country.

The line of products, in a complete range of styles and sizes, includes floor drains, roof drains, grease interceptors, traps and cleanouts, backwater valves, swimming pool drains and equipment, and the WADE Wacor Water Hammer Arrestor. The established policy of distribution through authorized plumbing supply jobbers will be continued.

THE NATIONAL ASSOCIATION OF HOME BUILDERS

Invites You to Membership

NAHB is helping to safeguard your stake in America's future. It is working constantly to keep you in business. It is your watchdog in Washington, seeing to it that private industry is assured its rightful place in war and postwar housing. Through its Home Builders Emergency Committee, its FHA Legislation Committee, its Public Housing Committee, its Postwar Committee, and other forceful, aggressive committees representing you it is fighting the menace of subsidized, regimented public housing in the postwar period, and laying the groundwork for the orderly removal of all wartime controls. Its leaders, through close personal contact with members of Congress and high government officials present your views and needs forcefully and clearly. They're seeing to it that you'll be able to dust off your blueprints and launch into an early and adequate home building program soon.

And remember, this is *not* a big-builder organization. It is an *every-builder* organization. And that means *You*. It is working for You and for Your interests—present and future.

JOIN WITH US NOW!

MAIL THIS COUPON TODAY

National Association of Home Builders of the United States AB 10
1737 K Street, N. W., Washington, D. C.

CHECK AND RETURN ☐ Without charge or obligation please send me the next four issues of your Washington Letter and full information about the National Association of Home Builders.

Name

Firm

Street & No.

City and State

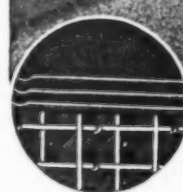
FOR QUICKER, SAFER fall concrete USE

SOLVAY
Calcium Chloride

At temperatures below 50°F the development of strength in concrete is seriously slowed up—which in turn holds up finishing and increases operating costs. The addition of Solvay Calcium Chloride to concrete mix offsets the dangerous effect of low temperatures by accelerating set and increasing early strength. This means shorter protection period . . . quicker finishing and release of forms . . . and concrete that is denser, stronger, more waterproof.

Write for free booklet "Calcium Chloride and Portland Cement." Address Dept. 34-10.

SOLVAY SALES CORPORATION
40 Rector Street New York 6, N. Y.



U.S. Pat. 1,887,814

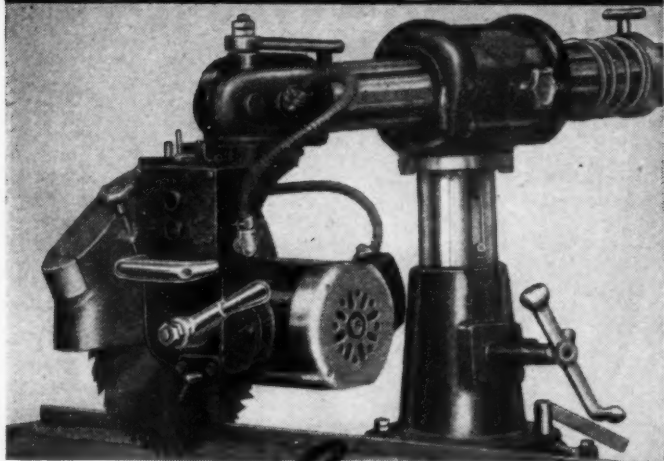
The exclusive interlocking grid core within the Rezo door provides constant air circulation adds extra strength and greater rigidity.

the air-cell flush door with the greatest experience behind it

Residential construction particularly multiplies the advantages to be found in Paine Rezo doors. In any home they become important decorative elements in themselves, add to the impression of spaciousness. Yet with beauty, they combine patented features in construction that mean no swelling or shrinking, nor future alignment troubles for the lifetime of the building. . . You can specify Paine Rezo doors with confidence, for Paine is no newcomer to flush door manufacture. Back of them is America's largest producer of flush type doors, with a record of nearly half a century of successful installations from coast to coast. Write today for an illustrated, factual bulletin.

Manufactured by the
PAINE LUMBER CO., Ltd. Oshkosh
Wisconsin
ESTABLISHED 1853

The COMET Senior



WAR TIME *Service* BUILDS PEACE TIME *Preference*

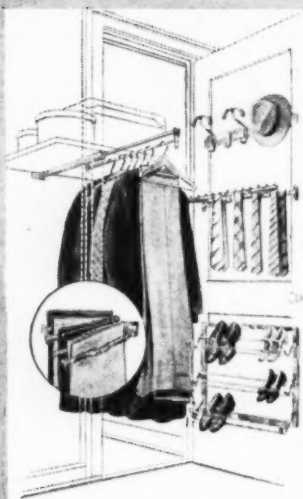
Serving U. S. armed forces wherever required, Comet Radial Power Saws are continuing to establish performance records which will be well remembered by builders and users. Count on Comets to serve you when Peace comes.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 21, California



COMET cuts quicker

WHAT DO PEOPLE WANT MOST IN THEIR POST-WAR HOMES?



**K-Veniences Double the Hanging
Space... Keep Closets
Always Shipshape**

92% want the latest clothes closet fixtures according to a recent survey. K-Veniences are the answer with over 40 metal fixtures (for all apparel) that double the hanging capacity of any closet. Also roller tracks for sliding doors, adjustable shelf supports and extension drawer slides. At Hardware and Building Supply Dealers *right after the war*. In the meantime, include K-Veniences in your plans and—

Buy More War Bonds!



KAPE & VOGT MFG. CO.

GRAND RAPIDS, MICH.

Dowd to Devote Energies to Bendix Appliances, Inc.

HECTOR J. DOWD has resigned as President and a director of Certain-teed Products Corporation, effective August 31, 1944, to devote himself to other companies in which he is interested. He is a director of Bendix Home Appliances, Inc., and Bendix Helicopter, Inc.

* * *

U. S. Plywood-Mengel Expand Distributing Warehouse Program

U.S.-MENDEL PLYWOODS, Inc., formed and jointly owned by The Mengel Company and United States Plywood Corporation to operate a chain of plywood distributing warehouses, announces the opening of a new warehouse at Jacksonville, Fla.

This is the second warehouse in the chain which will be extended to other cities as opportunities present themselves, according to L. B. Olmsted, Vice-President and General Manager of the jointly-owned enterprise. The first warehouse in the chain was opened in January at Louisville, Ky.

The new Jacksonville warehouse, located in the Atlantic Coast Line Freight Warehouse Export Terminal, will serve the plywood and allied products' needs of the Jacksonville trade area including the northern half of Florida, and the southeastern corner counties of Georgia.

The Jacksonville warehouse will be under the supervision of J. P. Burford, formerly Southern sales representative of The Mengel Company. Burford came to Mengel in 1935 to manage its Laurel, Mississippi hardwood and veneer operation.

He remained in that capacity until mid-1940 when he transferred to Mengel's sales force, and since then has sold plywood, buildings materials including Mengel doors and Mengelbord, hardwood lumber, pine lumber and wire-bound veneer from Texas to Florida.



It's

**Economical
to use**



SAFWAY SCAFFOLDING

for Home Construction There's 100% salvage with Safway Scaffolding—that's one reason why progressive contractors with an eye on economy are using it exclusively for the construction of homes and other structures of similar size. The need of constant repair and part replacement so typical of the old conventional wooden scaffolding is completely eliminated with Safway equipment. Its ability to be erected over and over again into structures that will conform to the contour of any working surface results in savings that will more than compensate the original investment over a period of time. In addition, engineered part design plus all welded tubular steel construction provides Safway structures with the rigidity necessary to permit various groups of workmen (masons, roofers, painters, carpenters, etc.) to safely perform their respective jobs simultaneously.

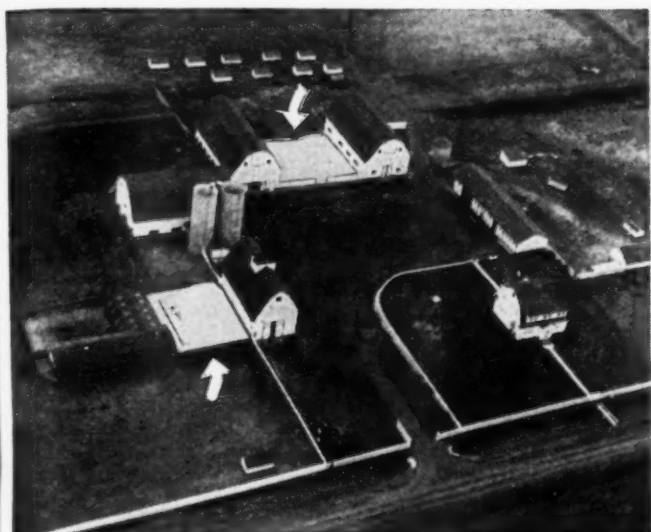
FREE Additional Information

A complete description of Safway Scaffolding plus numerous illustrations of a variety of installations is contained in our new 32-page Catalog. Send today for Bulletin AB 1044.



SAFWAY STEEL PRODUCTS, INC.

MANUFACTURERS OF TUBULAR STEEL SCAFFOLDING AND EQUIPMENT
WEST STATE STREET AT 43RD MILWAUKEE 13, WISCONSIN



MANY FARMS NEED CONCRETE IMPROVEMENTS LIKE THESE

Plenty of concrete materials are available for improvements which save labor, increase food production and provide additional facilities for storing and preserving foods. Farm structures are recognized as war equipment.

Besides feeding floors and paved barnyards, which save both feed and labor, farms need ratproof poultry houses, concrete dairy barn floors, sanitary milk-houses. Timely concrete repairs can increase the firesafety and usefulness of thousands of farm buildings.

Concrete builders should let farmers know that they can help them make necessary improvements now.

Ask us for samples of inexpensive literature and advertising suggestions you may use with farmers.

PORTLAND CEMENT ASSOCIATION

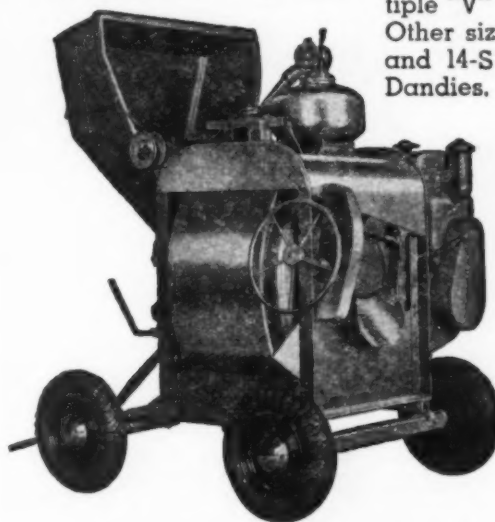
Dept. 10-3, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

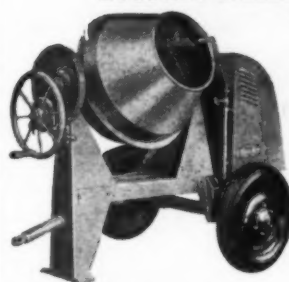
BUY MORE WAR BONDS

KWIK-MIX MIXERS

Kwik-Mix convertible 10-S Dandie . . . side or end discharge . . . change can be made in the field to suit pouring conditions. Special features are: easily accessible drum drive shaft . . . flow-line discharge chute . . . simplified skip-flow shaker . . . enclosed reduction gear assembly in oil . . . multiple "V" belt drive. Other sizes are 7-S and 14-S Kwik-Mix Dandies.



KWIK-MIX 10-S DANDIE



Kwik-Mix 3 1/2-S Concrete Mixers . . . side or end discharge . . . tilting or non-tilting . . . anti-friction bearings . . . spring mounting . . . high speed trailing . . . welded construction.

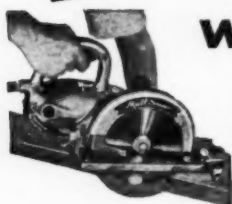
KWIK-MIX 3 1/2-S SIDE DISCHARGE TILTER



KWIK-MIX PLASTER-MORTAR MIXERS

Kwik-Mix Non-Tilting 6-P Plaster or Mortar Mixer . . . fast discharge, 7 seconds . . . light weight, only 850 pounds . . . air cooled engine . . . V-belt and worm drive . . . low shoveling height. Also 4 wheel 10-P tilting model.

KWIK-MIX CONCRETE MIXER CO.
PORT WASHINGTON . . . WISCONSIN



with A MALLSaw

Faster, easier, accurate cuts with an Electric MALLSAW take the arm and backaches out of fitting storm sash and doors, and assure quicker, better fitting and a warmer building.

MALLSAWS also Save Time and Effort:

- ★ Squaring form boards to size above and below grade.
- ★ Making multiple cuts of like framing members.
- ★ Fitting interior trim.
- ★ Cutting openings for windows, doors, registers and ventilators.

2 powerful Models with 8½" and 12" blades—cutting capacities 2½" and 4½" are available on suitable priority. Ask your Supplier or write for catalog.

MALL TOOL COMPANY • 7737 South Chicago Avenue, Chicago 19, Ill.

Mall
REG. U.S. PAT. OFF.

**PORTABLE
POWER TOOLS**



Home Owners appreciate them

Homes of tomorrow, like those of today, will be equipped with



**TYPE AC THERMAG
CIRCUIT BREAKER
SERVICE EQUIPMENT
and LOAD CENTERS**

Illustrated is Service Equipment with D. P. AC Thermag Circuit Breaker for range circuit, and 4 S. P. AC Thermag Circuit Breakers for light and appliance branch circuits. (Cat. No. SE41-3L7F. List price \$11.00.)

Home owners like them because they afford modern automatic protection and safety with ease of operation . . . and for their attractive pearl gray finish, natural brown Bakelite base units and ivory toned operating handles . . . Wide gutters and ample knockouts make them popular with contractors and builders. Quickly and easily installed, they afford real economy in labor costs . . . Approved by Underwriters' Laboratories, Inc. **Write for Bulletin 63**—containing complete information . . . Frank Adam Electric Co., Box 357, St. Louis (3), Mo

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

Mastic Asphalt Corp. Acquires Plant for Postwar Expansion

THE Mastic Asphalt Corporation of South Bend, Indiana, manufacturers of insulated siding, whose products are known to the trade as Inselbric and Inselstone, have purchased the plant of the Cooper Roofing Company at Elizabeth, New Jersey, according to an announcement made by Lee H. Mattes, president of the organization.

"The acquisition of the plant at Elizabeth is a major step in our postwar planning," explained Mr. Mattes. "Manufacture of our siding at the new plant will not affect operations at South Bend, but will increase our total production by approximately 60%. It will also enable us to give overnight trucking service to our entire eastern trade. Jones & Brown, Inc., of Pittsburgh, Pa., are national distributors of Inselbric and Inselstone.

"The present roofing machinery of the Cooper Roofing Company will be removed and new insulated siding machinery which we are now building in our shops at South Bend will be installed there. It is our intention to be ready for operation at the Elizabeth plant the minute labor and raw materials are available."

* * *

Richmond Screw Anchor Company Point to Postwar Expansion

COINCIDENT with plans for postwar expansion by the Richmond Screw Anchor Company, Inc., Charles A. Snyder, President, announces the appointments of Robert E. Mitchell as General Manager, and Clifford W. Chapman as Treasurer.

Mitchell was associated with the Joseph Dixon Crucible Company for twelve years as Division Sales Manager. In 1940 he founded Paint Engineers, Inc., and served as president until recently.

Chapman is a Certified Public Accountant, formerly associated with Haskins & Sells and subsequently with Gould McIntosh & Company.

When you're
in Pittsburgh
STOP AT
the
**HOTEL
PITTSBURGHER**

**POPULAR
WITH
War-Busy
OFFICIALS**

Hub of Pittsburgh war activity—headquarters for the Nation's "Busy People", the big, new PITTSBURGHER is more than ever 1st choice of men and women who want to get things done!

**400 OUTSIDE ROOMS
ALL WITH BATH & RADIO**

Singles \$3.30 to \$4.40

Doubles \$5 to \$6.50

A KNOTT HOTEL

Jos. F. Duddy, Mgr.

First steps in modernization

Heating equipment
of adequate capacity

Automatic
comfort control

Units thoroughly proved
by extensive use

National Radiator Products
offer all these plus
immediate availability and
advanced, efficient design...
Write for literature

The NATIONAL RADIATOR Co.
221 Central Avenue, Johnstown, Pa.

50 YEARS OF SERVICE



TO THE HEATING INDUSTRY

P.A.* THAT'S THE SECRET OF THE SWING TO ORANGEBURG * PIPE APPEAL



There's plenty of plus business waiting for you, Mr. Building Material Dealer, in ORANGEBURG PIPE sales—right now when you need a fast-selling product to diversify your line. Its light weight and long lengths make ORANGEBURG PIPE easy for you to stock and deliver—easy for your customers to install. Does not chip, break, or crack easily—lasts a lifetime.

For house-to-sewer connections, conductive pipe, downspouts, or tight-line drainage—ORANGEBURG PIPE offers the advantage of permanent, water tight joints—resistant to root growth—easily and quickly made with TAPERWELD couplings.

For septic tank filter beds, farm and muckland drainage, foundation drains, sell ORANGEBURG PERFORATED PIPE, fitted with snap couplings which keep pipe in line and keep out back-fill.

NATIONALLY ADVERTISED

Consistent advertising in the American Home, Better Homes and Gardens, Successful Farming, Rural New Yorker, New England Homestead, and other leading national and sectional publications pre-sells your customers on Orangeburg Pipe. Stock ORANGEBURG now and be ready to supply their needs.



THE FIBRE CONDUIT COMPANY
ORANGEBURG, N. Y.

(AB-10-44)

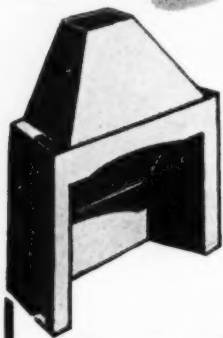
O.K., tell me more about Orangeburg's P.A. (Pipe Appeal)

Name.....

Address.....

City.....

The Heatilator Fireplace is Easier TO BUILD



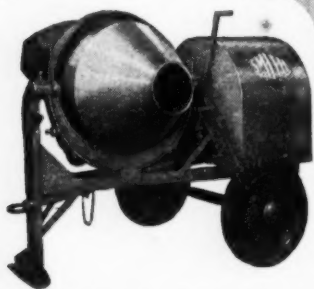
1. No damper or smoke dome to install.
2. No throat or firebox to form.
3. Less masonry required.
4. Insures a perfectly working fireplace on every job.
5. AND IT ADDS SALES APPEAL TO THE HOUSE.

Plan now to have a Heatilator Fireplace in every house you build. Available as soon as building starts.

HEATILATOR, INC., 816 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR Fireplace

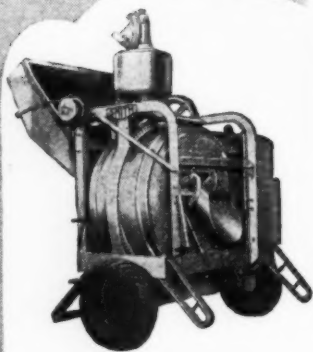
Equipment You'll Be PROUD TO OWN



SMITH 3 1/2-S TILTER

The champion of small mixers with fastest mixing cycle. Big 31 inch wide feed chute. Famous "end-to-center" mixing action. Fast tilt and pour discharge. Also perfect as a mortar mixer. Costs no more than old style tub mixers.

Originators of High Discharge Truck Mixers — SMITH-MOBILE.



7-S TRAIL-SMITH

Compact, sturdy trailer mixer with spring-mounted axle and roller-bearing auto wheels. Tows behind truck at fast speed. Finest automatic skip vibrator and enclosed gear reduction.

The T. L. SMITH COMPANY
2849 N. 32nd St., Milwaukee, Wis., U. S. A.



MIXERS

Still Leading the Parade!

A 4521-1/4

Pittsburgh Plate Expands Facilities

H. B. HIGGINS, President, Pittsburgh Plate Glass Company, has announced plans for a \$330,000 addition to the Company's production facilities at their Creighton, Pennsylvania plant, already one of the world's largest plants for the production of polished plate glass and laminated glass products.

The new building will be 108 by 180 feet, and its construction has been approved by WPB. It will be located between the plate glass plant and laminating and assembly plants, on ground already owned by the Company.

* * *

Pierce Foundation Finds Outlet for Fruits of Its Research

TRUSTEES of the John B. Pierce Foundation lately announced an arrangement by which many of the research developments and products of its laboratories will be made generally available to the public through the Stran-Steel Division of Great Lakes Steel Corporation, Detroit, Michigan.

The Pierce Foundation has experimented for years with the pre-engineered house and its utilities, especially heating, ventilating and sanitary equipment. Many thousands of Pierce Foundation designed houses have been erected in connection with the war effort. The Stran-Steel Division is the sole manufacturer of the Navy's famed Quonset Hut.

However, the possibility that the war in Europe may end in 1944, bringing a tremendous demand for shelter in many sections of the United States as well as in bombed-out areas of Europe, has made it important for the Pierce Foundation to have its research developments promptly materialized and made accessible to the public, Joseph F. O'Brien, general manager of the Pierce Foundation, said. The agreement with Stran-Steel, a leading fabricator of steel buildings and building products, is expected to provide such an outlet.

Get Around
Every Trim Problem
with

B&T Metal Trims

trademarked

CHROMEDGE

Trade Mark Reg. U. S. Pat. Off.

They give you the right answer to every need for decorative trims. And they will be available for your post-war jobs with more new features than ever!

The B&T Metals Company

Columbus 16, Ohio

SARDI
are sp
with t
and li
of scre
tents.
chief
door

SAV

SAV

WA

This
ways
power
with
compa
readin
const

WA

Small
\$1 per

Have
ware,
Builder

TAILG
of one
English
Brand

N

140

Yanks Build Own Homes Abroad



SARDINIA . . . Yanks stationed at a B-26 Marauder base in Sardinia are spending most of their spare time building homes for themselves, with two, three, and sometimes even five boys pitching in to work and live together. Building materials are cheap and there's plenty of scrap available to make homes that are far more comfortable than tents. Cpl. Mike Mindek (1), a carpenter from Kent, Ohio, and crew chief Sgt. Mike J. Roberts of Youngstown, Ohio, work on the door to their house, which was built at the tiny cost of \$60.00.

SAVE TIME

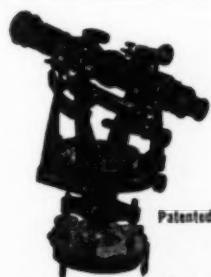
in making layouts and in giving lines and grades

SAVE MONEY

by reducing labor costs by using a

WARREN-KNIGHT TRANSIT-LEVEL

This instrument gives you what you have always wanted in a low-priced instrument—high power telescope—close focus—vertical are with clamp and tangent—sensitive level—compass—plate level—protected circle—vernier reading to one minute—extra large shift—sturdy construction—low maintenance costs.



Patented

Transit-Level No. 38-b
\$160.00

For complete details write for new Catalogue F-910

Prompt delivery on priority orders

Liberal allowance for your old instrument

WARREN-KNIGHT CO. 136 N. 12th St.
Philadelphia 7, Pa.

CLASSIFIED ADVERTISING

Rates

Small letters 50c per word. Capital letters \$1 per word. Minimum twenty words.

Business Opportunities. For Sale and Exchange. Help and Situations Wanted.

SPECIALTY DISTRIBUTORS

Have very interesting, exclusive proposal for live wire, calling on hardware, paint, lumber dealers and jobbers. Address Box 1044, American Builder, 105 West Adams Street, Chicago 3, Ill.

TAILORED HOMES. BRAND-NEW Booklet showing sixty floor plans of one-story houses with your selection of beautiful exteriors styled Colonial, English, Spanish, Moderne. Price \$1. H. P. Jones, Architect, 486 Brandeis Building, Omaha, Nebr.

NEW PRODUCTS WANTED

Sales Organization Expanding

Well rated, large responsible midwestern concern interested in contacting manufacturers of steel building supplies or other lines. Good sales organization with 30 years experience; now operating steel fabrication plant desires to expand business.

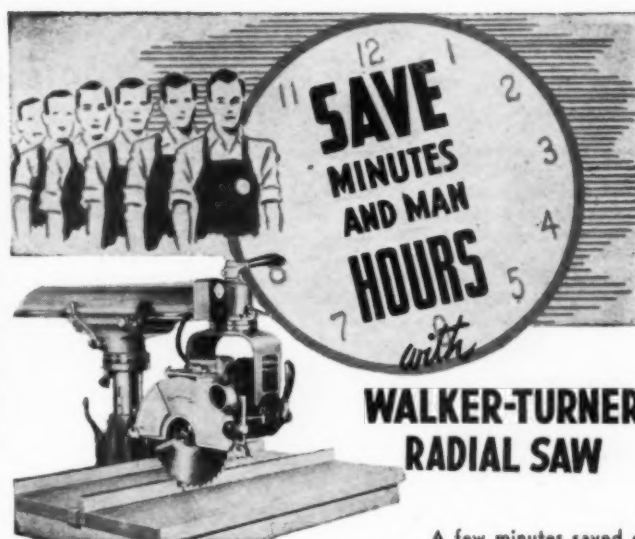
We invite correspondence

BROWN-STRAUSS CORP.

1402-1720 Guinotte,

Kansas City 10, Mo.

Established 1908



A few minutes saved on a single cutting operation with a Walker-Turner Radial Saw loom large when combined with similar savings throughout the day. This is important today for increasing output, and it will be vital after the war to keep costs in line with competition. The Walker-Turner Radial Saw cross-cuts, rips, miters, dadoses, shapes, routs and tenons—on wood, metals, plastics and ceramics.

Patented geared motor permits the use of smaller blades. Sliding ram design eliminates overhanging arm, affords clear view of work. Many other features. Write for detailed literature. Walker-Turner Co., Inc., 1054 Berckman St., Plainfield, N. J.



MACHINE TOOLS

DRILL PRESSES—HAND AND POWER FEED • RADIAL DRILLS
METAL CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES
RADIAL CUT-OFF MACHINES FOR METAL • MOTORS • BELT & DISC SURFACES

LOOK INTO THE "Bathrooms of Tomorrow"

THE "Bathroom of Tomorrow" will be much roomier, more attractive and more practical in design, with a charm and convenience hitherto unknown. It will have greatly increased, built-in storage space, provided by the large - capacity, smartly styled MIAMI Towel Supply and Utility Cabinet with full-length mirror. And on cold mornings, the room will be adequately heated by a dependable built-in MIAMI Electric, Instantaneous Heater.



THE DUCHESS

Another feature of Tomorrow's Bathroom will be the luxurious, MIAMI Round-Mirror, Steel Cabinet that combines unusual convenience with unmatched beauty and durability. Although these models will not be available until after the war, NOW is the time to plan on post-war business. You will find the complete MIAMI Catalog a real help. Write Dept. AB for your copy.

Miami Cabinet Division

The Philip Carey Mfg. Company
MIDDLETOWN, OHIO

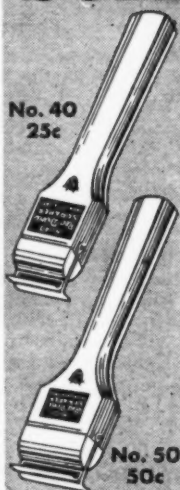
MIAMI BATHROOM CABINETS
MIRRORS AND ACCESSORIES
Glorify the American Bathroom

ALPHABETICAL INDEX TO ADVERTISERS

OCTOBER, 1944

A		H		N	
Abesto Manufacturing Company	128	Hamilton Institute, Alexander	126	National Assn. Home Builders of U.S.	156
Aberdeen Plywood Corporation	73	Harbor Plywood Co.	44	National Brass Company	28
Adam Electric Co., Frank	160	Heatilator, Inc.	162	National Door Manufacturers Assn.	142
Allied Chemical & Dye Corp.	46	Homelite Corporation	24	National Gypsum Company	10
Allith-Prouty, Inc.	165	Hope's Windows	149	National Manufacturing Company	4th cover
Aluminum Company of America	35	Hotel Pittsburgher	160	National Radiator Co., The	161
American Central Manufacturing Corporation	131			National Steel Corporation	27
American Floor Surfacing Machine Co., The	165			Norge Division	47
American Radiator & Standard Sanitary Corporation	54	I		O	
American Rolling Mill Company, The	145	Insulite	59	Overhead Door Corporation	3rd Cover
American Saw Mill Machinery Co.	79	J		Owens-Illinois Glass Co.	57
Andersen Corporation	124-125	Jaeger Machine Co., The	165		
Armstrong Cork Company	123	Johnson Co., S. T.	154		
Association of Gas Appliances and Equipment Manufacturers	56	Johns-Manville	60-61		
B		K		P	
Barrett Division, The	46	Kinnear Mfg. Co.	147	Pacific Mutual Door Co.	136
B. & T. Metals Co.	162	Kitchen Maid Corp., The	134	Paine Lumber Co. Ltd.	157
Bell & Gossett Co.	31	Knape & Vogt Mfg. Co.	158	Paine Co., The	165
Bird & Sons, Inc.	26	Kwik-Mix Concrete Mixer Co.	159	Pass & Seymour, Inc.	67
Bituminous Coal Institute	14			Payne Furnace & Supply Co., Inc.	148
Black & Decker Mfg. Co., The	33	L		Penn Boiler and Burner Manufacturing Corp.	42
Borg-Warner Corp.	47	Lawson Company, The F. H.	155	Pittsburgh Plate Glass Company	143
Bradley Lumber Company of Arkansas	9	Lehigh Portland Cement Company	74	Ponderosa Pine Woodwork	4
Brown-Strauss Corp.	163	Lockport Cotton Bating Co.	150	Portland Cement Assn.	159
Bruce Co., E. L.	38-39	Louisville Cement Company, Incorporated	51		
C		M		R	
Cabot, Samuel	154	Majestic Co.	156	Red Cedar Shingle Bureau	127
Carey Mfg. Company, The Philip	22-163	Mall Tool Company	160	Round Oak Co.	135
Carillon Ceramics Corporation	152	Marschke Co.	146	Rowe Mfg. Co.	119
Carter Division, R. L.	128	Marsh Wall Products, Inc.	144	Ryerson & Son, Inc., Joseph T.	144
Case & Son Mfg. Co., W. A.	16	Master Woodworker Mfg. Co., Inc., The	156		
Ceco Steel Corp.	120-121	Mengel Company, The	166	S	
Celotex Corporation, The	2	Miami Cabinet Division	163	Safway Steel Products, Inc.	158
Certain-teed Products Corporation	34	Milwaukee Stamping Company	150	Samson Cordage Works	165
Coleman Lamp & Stove Co.	20-21	Minneapolis-Honeywell Regulator Company	15	Servel, Inc.	133
Congoleum-Nairn, Inc.	139	Monsanto Chemical Company	50	Skilsaw, Inc.	8
Consolidated Machinery & Supply Co., Ltd.	158	Mueller Brass Co.	45	Smith Co., The T. L.	162
Construction Machinery Co.	72	Mueller Furnace Company, L. J.	13	Smith, Inc., Landon P.	164
Corbin Div., P. & F.	52			Solvay Sales Corporation	157
Crane Co.	70			Sonneborn Sons, Inc., L.	146
Crawford Door Company	71			Stanley Electric Tool Division	129
Croft Steel Company	130			Stran-Steel Division	27
Curtis Companies Service Bureau	63			Structural Clay Products Institute	147
D				Surface Combustion	48-49
Defoe Shipbuilding Company	32			T	
Detroit Steel Products Company	69			Time, Inc.	55
E				Timken-Detroit Axle Co., Inc.	65
Ebco Mfg. Co.	154			Timken Silent Automatic Division	65
Edison General Electric Appliance Co., Inc.	58			U	
Eljer Co.	43			United States Gypsum Co.	64
Emerson Electric Mfg. Co., The	3			United States Plywood Corp., The	166
Equipment Service Engineering Co.	132			Universal Zonolite Insulation Co.	153
F				Upton Co., The	6
Farley & Loetscher Mfg. Co.	132			V	
Fibre Conduit Co., The	161			Viking Mfg. Co.	5
Fir Door Institute	29			W	
Fiat Metal Manufacturing Co.	138			Wagner Manufacturing Co.	152
Flintkote Company, The	53			Wallace & Co., J. D.	165
Ford Metal Moulding Co.	80			Walker-Turner Co., Inc.	163
Ford Roofing Products Company	141			Warren-Knight Co.	163
Frantz Manufacturing Co.	145			Wappat, Fred W.	149
Frigidaire Division	66			Waterfilm Boilers, Inc.	140
G				West Coast Plywood Co.	18-19
General Electric Co.	155			Western Pine Association	151
General Electric Home Bureau	40-41			Westinghouse Electric and Manufacturing Co.	23
General Motors Corp.	66			Weyerhaeuser Sales Company	36-37
Gerity-Adrian Mfg. Corp.	62			Wheeler Osgood Sales Corporation	17
Gilman Bros. Company, The	130			White Co., David	151
Grand Rapids Hardware Company	153			Wood Conversion Company	68
Great Lakes Steel Corporation	27			Wood Treating Chemicals Co.	148
				Y	
				Youngstown Manufacturing, Inc.	25

Red Devil WOOD SCRAPERS



**LONGER HANDLES!
PERFECTLY BALANCED
Shaped to Fit the Hand**

**Instantly Replaceable
DOUBLE-EDGE
SUPER-KEEN BLADES**

No screw driver or tool needed to replace the high quality blades—just push in new blades, and out come the old ones. Stock genuine RED DEVIL BLADES for replacements.

LANDON P. SMITH, INC.
IRVINGTON, N. J., U. S. A.

Double Edge
Replaceable
Scraper Blades



**No. 8-75c
Reversible Handle**

JAEGER 3 1/2 S MIXER

Faster on the
Road and on
Your Job!

Get double the mixing action with Jaeger patented "V" Bottom Drum — get trailing speed with Timkens Bearings, spring shock absorbers—get longer life, lowest upkeep cost of any mixer you ever owned.

Tilters, Non-Tilt, 3 1/2 S to 56 S Sizes.

THE JAEGER MACHINE COMPANY
521 Dublin Avenue Columbus, Ohio



HANGER RING AND BOLT
Correct Pipe Size Stamped on Each Ring

HANG IT RIGHT

with

PAINE PRODUCTS

Available on Low Priority



LAGSCREW 600

SNUGFIT PIPE HOOK

Ask Your Hardware Dealer or Write for Catalog

THE PAINE CO. 2959 CARROLL AVENUE CHICAGO 12, ILLINOIS

CHENEY CORRUGATED METAL ROOFING



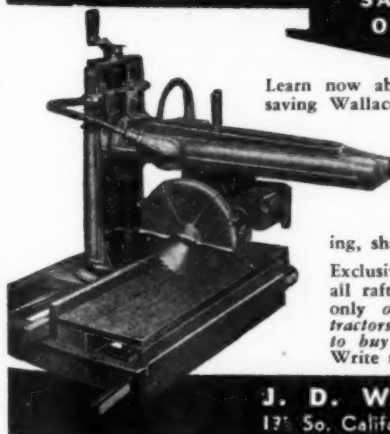
The Permanent Successor to the old-fashioned corrugated iron roof

Now Available

DISTRIBUTORS, WRITE US!

CHENEY METAL PRODUCTS CO., Trenton 5, New Jersey

SAVES MONEY ON SAWING!

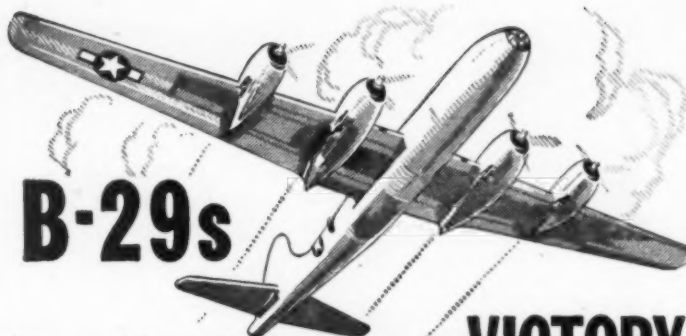


Learn now about the money-saving, time-saving Wallace No. 1 Radial Saw!

Here's the portable machine for building work, large or small. Does cross-cutting, mitering, Jack-rafter cuts, ripping, dadoing, grooving, notching, bevelling, routing, shaping, etc.

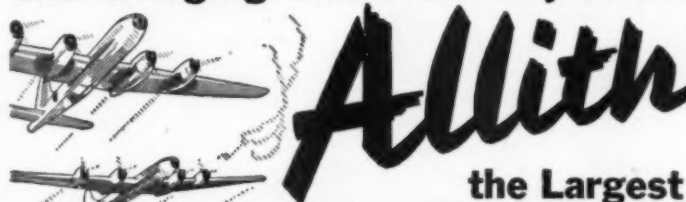
Exclusive angulator aids in sawing all rafter cuts without marking and only one handling. Civilian contractors can now qualify for priority to buy this money-making machine. Write today for full information.

J. D. WALLACE & CO.
137 So. California Ave., Chicago, Ill.



B-29s

Bombing Our Way to **VICTORY**
and Bringing closer the day when



Allith

the Largest
HEAVY DOOR HARDWARE
Plant will again be producing Hardware for Dealers' stocks

While we're still geared largely to war production, the easing of restrictions is making possible considerable production for priority-rated repair jobs. Tell us your needs.

ALLITH-PROUTY, INC., DANVILLE, ILLINOIS



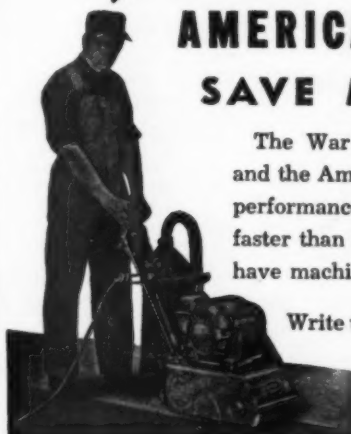
SPOT CORD

REG. U.S. PAT. OFF.

— the most durable material for hanging windows

SAMSON CORDAGE WORKS
BOSTON 10, MASS.

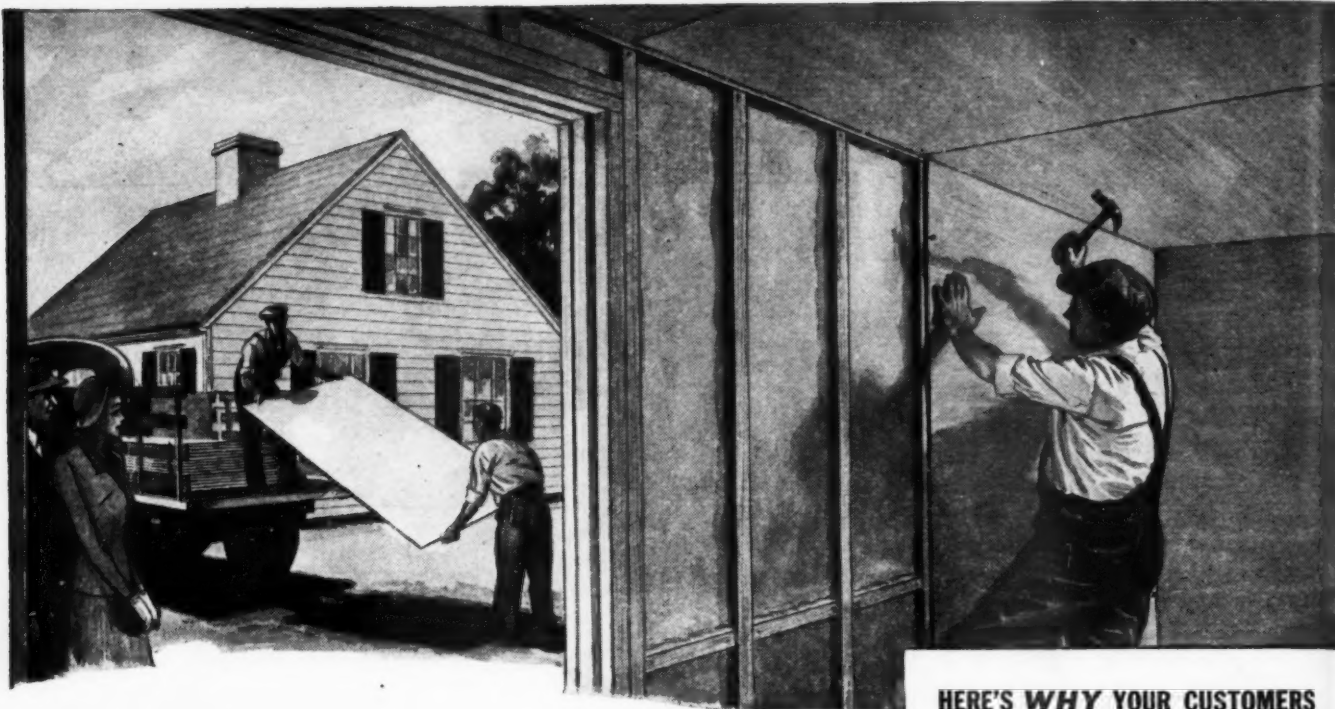
AMERICAN FLOOR SANDERS SAVE MAN POWER



The War Program calls for **SPEED**, and the American floor sander by actual performance has proven itself 25 to 40% faster than machines formerly used. We have machines in stock.

Write today for circulars and prices.

THE AMERICAN FLOOR SURFACING MACHINE CO.
611 So. St. Clair St. Toledo, Ohio



4 ADVANTAGES IN BUILDING that will give you MANY ADVANTAGES IN PROFITS

Almost everybody who's waiting for a new post-war home knows about the advantages of Weldwood Plywood.

Structural advantages. Decorative advantages. Economy. Durability.

Your customers know that, with Weldwood, they get the most in top quality and performance for their building dollar.

That's why . . . when building is resumed . . . so many specifications will call for Weldwood Plywood.

And this means profits for you.

Weldwood Plywood is easy to handle . . . fast to install. The large area (4' x 8') of Weldwood panels means fewer joints in sheathing and roof decks. Weldwood interiors go in fast . . . and attractively . . . no waiting for plaster to dry before completing construction.

Dri-wall construction eliminates the hazards of plaster-caused warping and swelling in sash and woodwork.

Be sure to cash in on Weldwood. Your regular lumber dealer will be able to supply you.

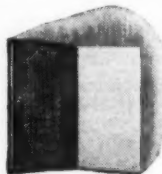


Plastics and Wood Welded for Good

Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents. Back of these Weldwood Products are unmatched facilities and experience in Plywood production and fabrication. Available also are the services of qualified engineers, chemists and wood technologists.

THE MENDEL FLUSH DOOR

Lightweight . . . strong and durable. Striking beauty to match exactly your Weldwood-paneled walls.



HERE'S WHY YOUR CUSTOMERS WILL INSIST ON WELDWOOD:

STRUCTURAL ADVANTAGES

Dri-wall construction cuts building time as much as six weeks . . . eliminates dangers of warping, swelling and cracking in sash and woodwork due to the tons of water in plaster walls. All standard grades of Douglas Fir plywood are made in Weldwood's giant West Coast plants.

DECORATIVE FEATURES

Weldwood . . . in genuine mahogany, walnut, oak, knotty pine, figured gum, birch and Weldtex (striated Weldwood) . . . achieves the warmth and beauty of wood-paneled rooms at unbelievably low cost. Modern streamlined production has made this possible.

Inexpensive Weldwood Utility Panels, with satin-smooth hardwood faces, provide ideal wall surfaces for paper or paint . . . never show checking or grain-raise.

ECONOMY

Final results balanced against investment show Weldwood Plywood construction to give far more value per dollar than old-fashioned materials.

Because Weldwood can be installed rapidly . . . inside and out . . . building time is cut down, with resultant savings in labor cost.

DURABILITY

Weldwood Plywood Panels are crack-proof and are guaranteed for the life of the building. Weldwood walls are permanent walls, requiring no upkeep costs.

WELDWOOD Plywood

Weldwood Plywood and Plywood Products are manufactured and marketed by

UNITED STATES PLYWOOD CORPORATION THE MENDEL COMPANY, INC.

New York, N. Y.

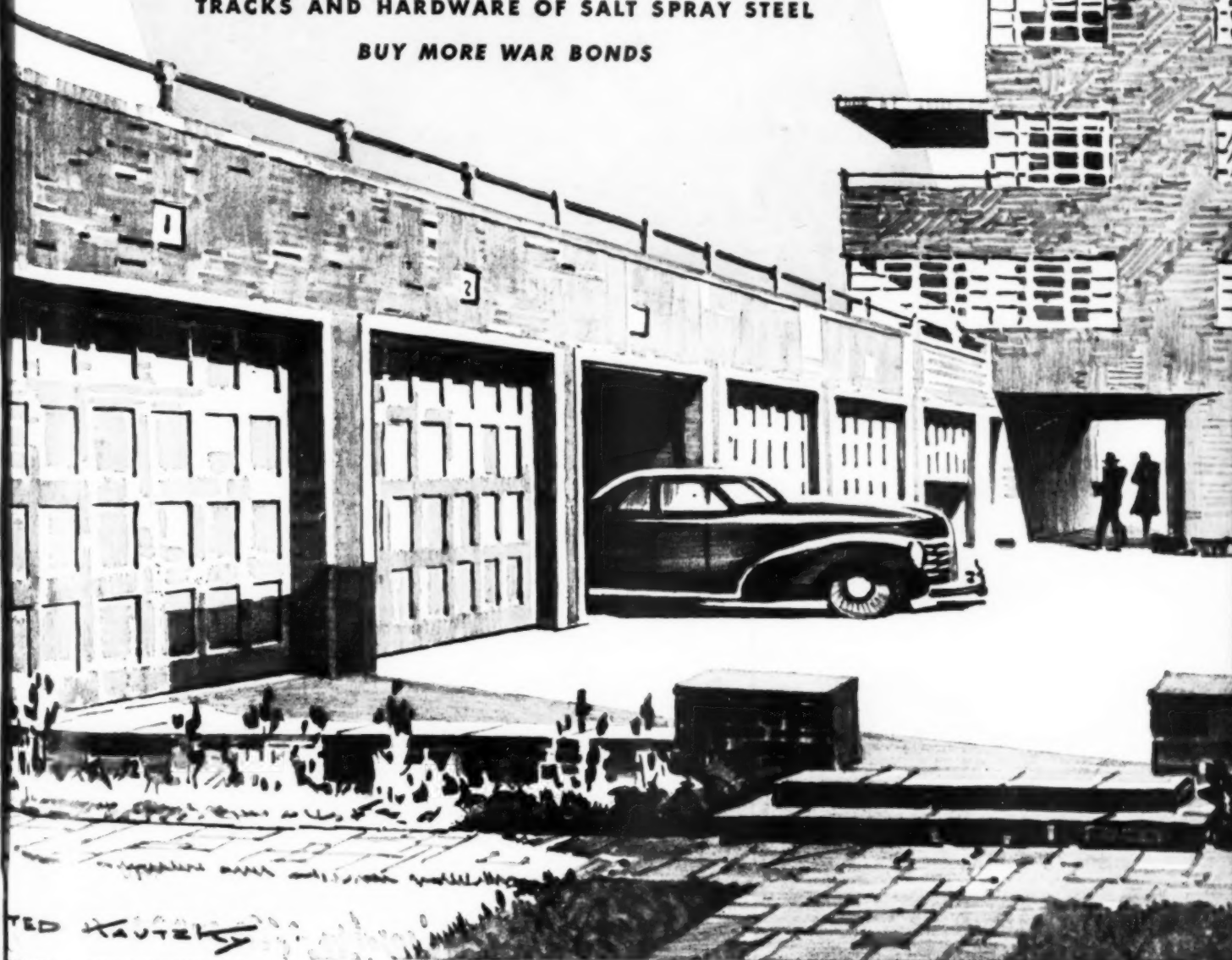
Louisville, Ky.

Distributing units in Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Rochester, San Francisco, Seattle. Also U.S.-Mengel Plywoods, Inc. distributing units at Atlanta, Jacksonville, Louisville, New Orleans. Send inquiries to nearest point.

DOORS *for* TODAY *and* TOMORROW

The "OVERHEAD DOOR" with the Miracle Wedge has met every demand in thousands of wartime installations requiring perfect performance. Built as a complete unit to fit any size opening, this quality door will give years of fast, uninterrupted service. When wartime restrictions are removed, The "OVERHEAD DOOR" will again be available for every type of residential installation.

TRACKS AND HARDWARE OF SALT SPRAY STEEL
BUY MORE WAR BONDS



ED XAUTEK

COPYRIGHT 1944 OVERHEAD DOOR CORPORATION

Any "OVERHEAD DOOR" may be manually or electrically operated. Sold and installed by National Sales—Installation—Service.

THE **"OVERHEAD DOOR"** TRADE MARK
WITH THE
MIRACLE WEDGE
OVERHEAD DOOR CORPORATION, Hartford City, Indiana, U. S. A.

PLAN NOW for a Complete Line of BUILDERS' HARDWARE



WHEN peace comes and home building gets under way you are going to need hardware of all descriptions. From National No. 900 upward acting garage doors to cabinet latches and window locks, National's complete line gives you a wide selection of choice items. Every National item—from cabinet sets to garage door sets—is packed complete in an individual package—everything is there ready to install—even the correct number and size of screws—there's nothing else to buy. You will like National's packaged hardware—it is so easy to order and install.

Dealers like National's handy packages, too—no screws to count—no bolts to hunt—easy to stock, easy to sell—plus good looks and long life.

Line up with your National dealer today—give him an estimate of your hardware requirements so he can place his order with us and assure you of prompt delivery when peace comes.

Write for descriptive literature.

NATIONAL MANUFACTURING CO.
Sterling, Illinois

National
Builders' Hardware